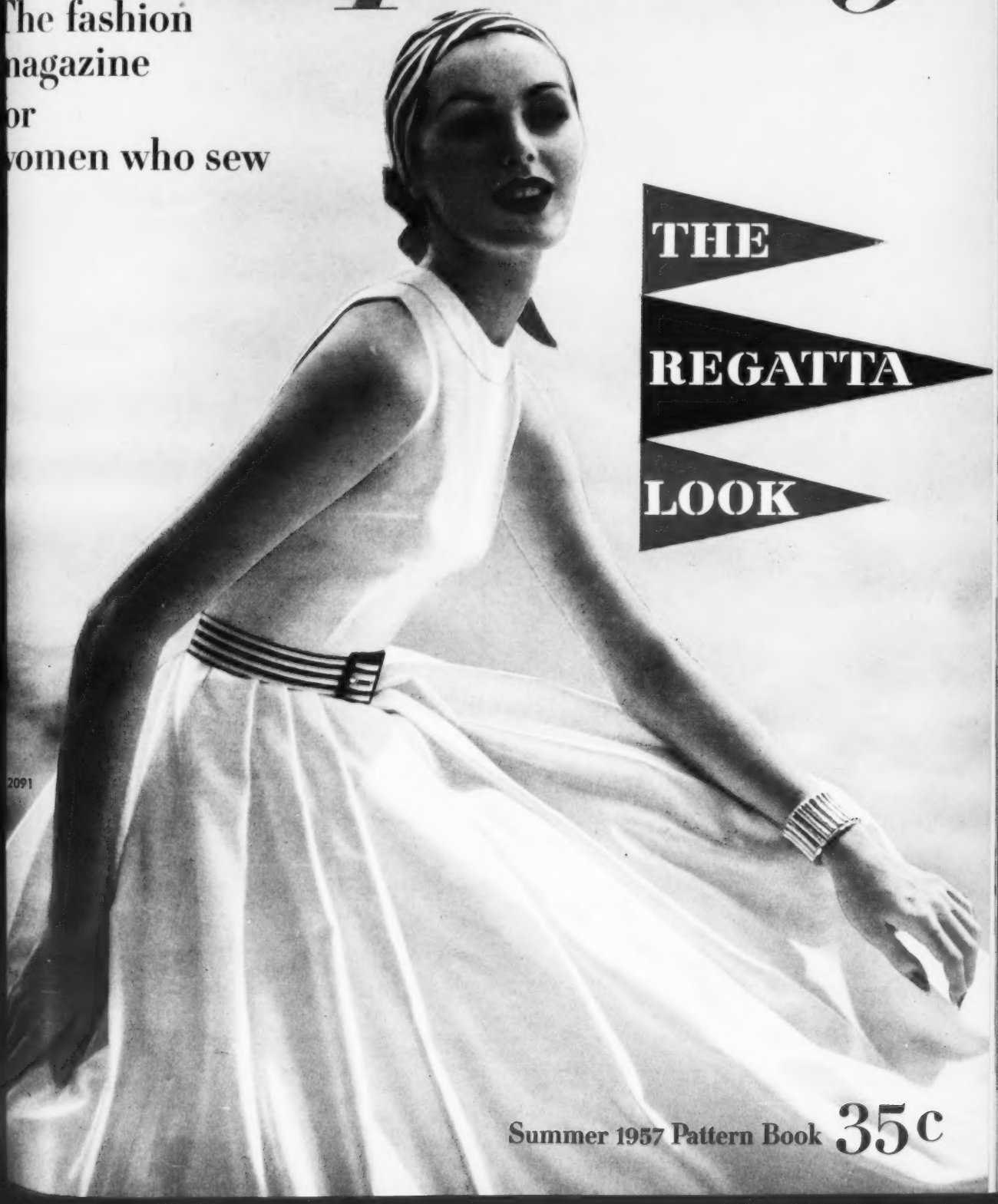
Simplicity

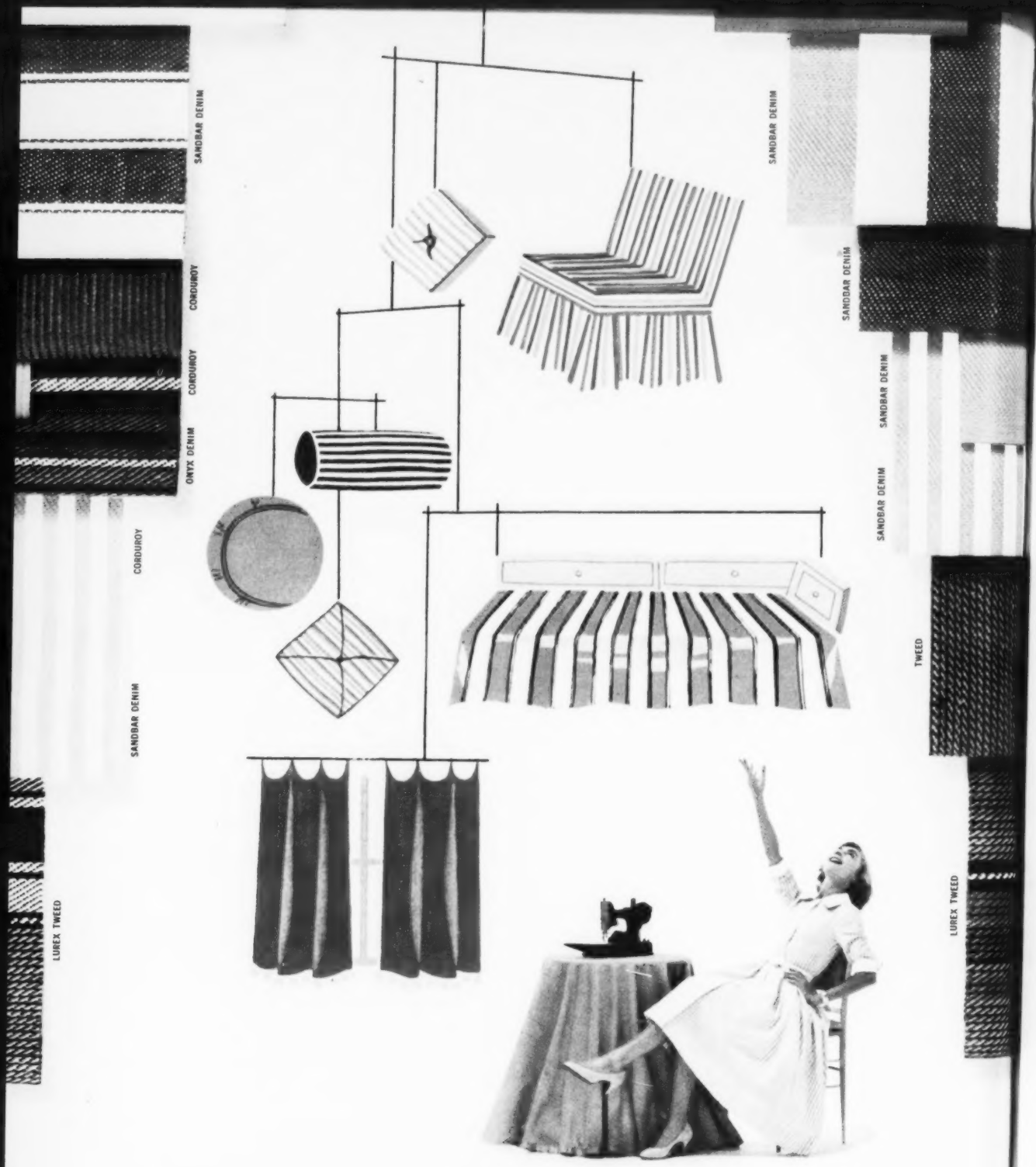
The fashion
magazine
for
women who sew



THE
REGATTA
LOOK

2091

Summer 1957 Pattern Book 35c



AVONDALE

PERMA-PRESSED COTTONS

—wrinkle-resistant—need little or no ironing—all in Companion Colors
—in ready-to-wear and by-the-yard at fine stores near you—look for this tag.

AVONDALE

Avondale Perma-Pressed Cottons come in textures, weaves and colors that make them ideal for home decorating as well as clothing. Avondale Cottons are guaranteed to be as represented. If for any reason you are not satisfied, we will replace fabric or refund purchase price. Avondale Mills, Comer Bldg., Birmingham, Alabama.

This is the official Arnel symbol—evidence that this fabric of this new triacetate fiber has been pre-tested for performance claimed.

THE REGATTA LOOK

The Regatta look—that fresh, crisp, easy look of the 30's has returned with a new spark in the 50's. The new Celanese fibers seem to have been created for this look—whether Arnel triacetate or acetate. No matter if it's a sharkskin, crepe or surah, you have a fabric that will practically mold itself into *your* interpretation of the Regatta Look.

Celanese Corporation of America, New York 16.

Arnel Crepe Fabric by Skinner. Simplicity Dress Pattern #2025. At stores listed in column on page 73. Celanese® Arnel®

Celanese CONTEMPORARY FIBERS

ARNEL
This is the official Arnel symbol – evidence that this fabric of this new triacetate fiber has been pre-tested for performance claims.

THE REGATTA LOOK

Maybe you'll never be near the water but you certainly must be yearning for this look—so cool—so completely refreshing—as are the fabrics. The choice is wide—the colors are glorious—the textures are many, but they're all made of Celanese contemporary fibers.

Far left: **"Best News" by Burlington** —a tweedy textured Arnel triacetate and rayon fabric that washes. Simplicity Pattern #2068.

Left: **"Sailing High" by Cohama**—a washable Arnel fabric. Simplicity Pattern #1946.

Right: **Surah by Goodman & Theise** in acetate. Many color combinations. Simplicity Pattern #2092.

Far right: **"Bali" by Ross & Oberleder** —an acetate and rayon flannel. Your choice of colors. Simplicity Pattern #2071.

All the above fabrics at yard goods departments at stores listed on page 73. Celanese® Arnel®

Celanese CONTEMPORARY FIBERS

DAN RIVER TWIN WONDER COTTONS

outperform them all. In every way. They wash and dry in half the time, *really* dry smooth. They're the new ultimate in carefree wash and wear cottons. The reason? Dan River exclusive Wrinkl-Shed with Dri-Don. In fashions for all the family, at your favorite store.

Fashion wonders in new Wrinkl-SHED with Dri-Don*!

Prints processed by CRANSTON. All fabrics woven in the U.S.A. ©1957 by Dan River Mills, Incorporated, Danville, Va. *Reg. T. M. for Dan River Mills' wrinkle-resistant wash and wear cottons.

Wash clothes, wear them, wash them again... they won't disappoint you when fabrics are vat colored!

The pretty summer clothes you sew for your family are sure to be in the sun a lot—laundered often. What a disappointment when they fade and run!

But—if you buy fabrics-by-the-yard that are VAT Colored they will surely stay bright and sharp. Because the color is fiber-deep. VAT Colored fabrics are different—resist fading, running, staining from perspiration or salt water . . . won't rub off.

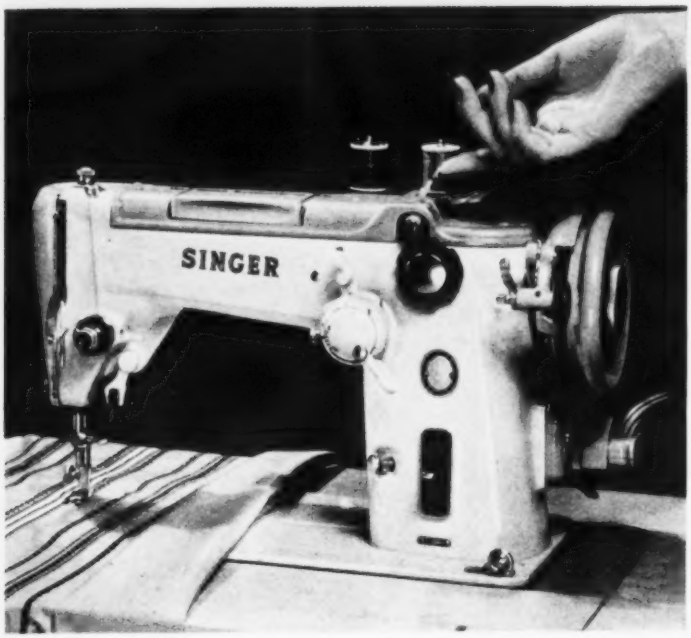
How smart you'll be to pay a little more for the satisfaction you get in quality colors that last!

Ask for VAT Colored fabrics when you are shopping for colorful cottons, linens and washable rayons.

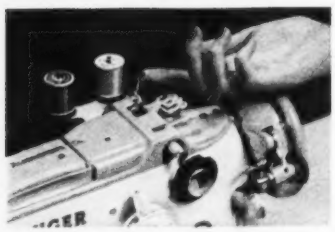
VAT DYE INSTITUTE, Empire State Building, New York

Never before—such ease! such beauty! such a choice!

4 Fabulous **SINGER** Sewing Machines



1. New Swing-Needle SINGER Automatic —with Finger-Tip Control



Does hundreds of stitches at the flick of a lever! Want to switch from straight stitching to scallops—zigzags—embroidery—monograms—darning—overcasting? Simply flick one or more of these little levers . . . and you're off! You can do all the popular stitches or create your own combinations—*by the hundreds*—with this simple SINGER Automatic!

With this amazing new SINGER Automatic you can do more kinds of decorative stitching—*more simply*—than with any other machine.

That's because it has a special Finger-Tip Control that lets you pick out the stitch you want—*and start doing it*—at the flick of a lever. Puts literally hundreds of fashion touches at your finger tips!

It even makes straight stitching smoother, surer than any other automatic. Has twin-needle for two-color sewing. New wide-range speed control. Every kind of de luxe feature! In new "designer" cabinets or full-size portable case.

Prices on SINGER* Sewing Machines start at $99.90

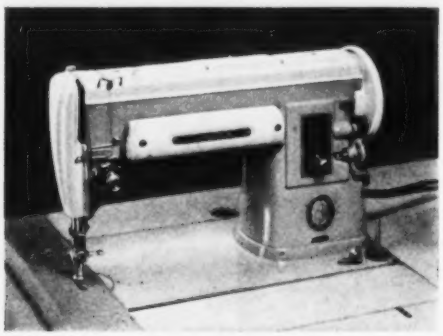
Easy terms—liberal trade-in allowances

Prices slightly higher in some areas.

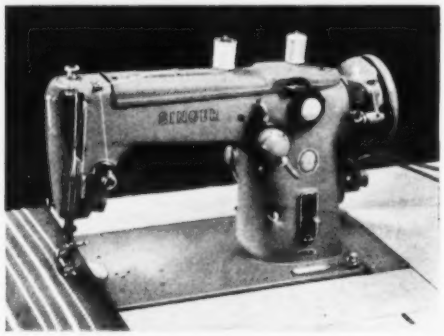
SINGER SEWING CENTERS

*A Trademark of THE SINGER MANUFACTURING COMPANY

See phone book under SINGER SEWING MACHINE CO. for address nearest you.



2. Exclusive Slant-Needle* SINGER—*only* machine with a needle that slants toward you. Lets you see more clearly, feed fabric more easily, sit more restfully. In oyster-white and beige, beige, or black. Comes with Automatic Zigzagger attachment for decorative stitching.



3. Standard SINGER Automatic—gives you the joys of zigzag Swing-Needle* sewing at an "easy" price. Does all kinds of fancy stitches —*automatically*. Mends, darns, hems, too. Sews faithfully—as only a SINGER can. Smart beige or black. In newest cabinets or portable case.

4. New extra-value SINGER Portable—an unbeatable buy! This round-bobbin beauty sews forward and back. Has sewing light, simplified threading, handsome case. One of many fine Straight-Needle models. Choose the new SINGER that fits *your* needs—*your* purse!

Bates Print #30,066 Simplicity Pattern #2034

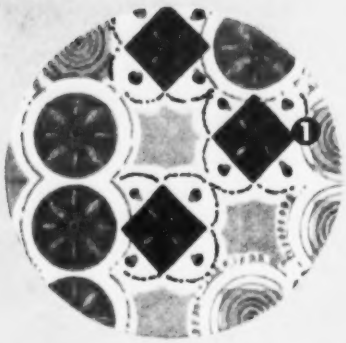
the way you want to look in the cotton you love to sew

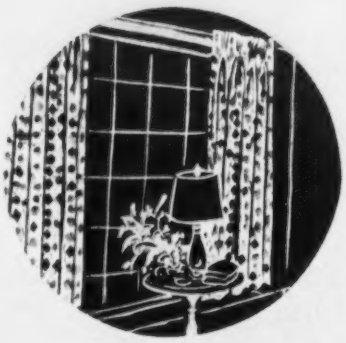
This is you . . . chic, smart, assured . . . in a smooth, colorful print made of Winsette, a quality cotton styled by Bates for you to treasure. A lovely, lively fabric as much fun to sew as it is to wear! Just one more good reason to look for the name Bates when you buy. It's your guarantee of quality—your sure sign of satisfaction.

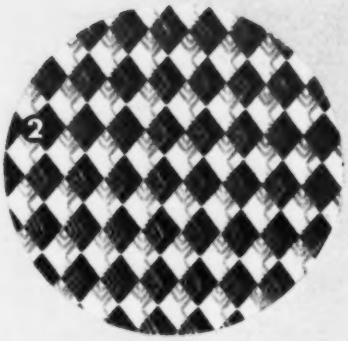
Winsette styled by Bates.

BATES FABRICS, INC., 112 West 34th St., New York 1, N. Y.

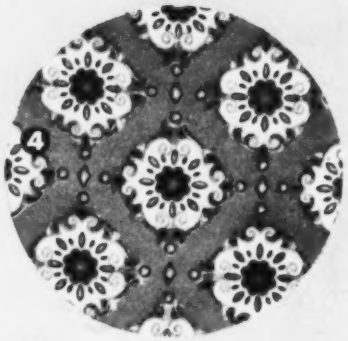
WINSETTE STYLED BY BATES + handles smoothly + cuts easily + sews superbly + drapes gracefully + crease resistant + colorfast shrinkage controlled + light-stroke ironing



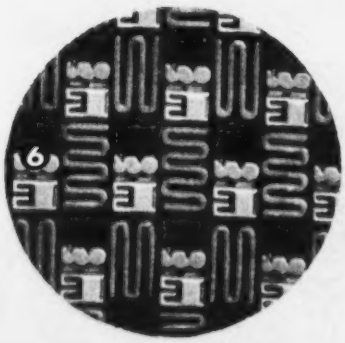




to live with . . .



to live in . . .



Desley FROSTSHEEN

...it just looks like a luxury!

It may look like a luxury, but Desley's Frostsheen is a necessity for smart sew-at-homes who want to make reputations as style leaders. For Frostsheen is newly touched with gold in exciting new prints that glorify home decorating . . . cut up without care into fabulous fashion. Lustrous polished cotton, vat-dyed to retain its colorful sheen washing after washing, Frostsheen is priced to please your purse at about $1.80* a yard in all its golden glory, or $1.50* a yard without the Midas touch. Frostsheen solids in 17 wonderful decorator colors at $1.50* a yard. 10¢ brings a complete sample swatching to your home. Write for it NOW!

1. Square Peg
2. Gold Twinkle
3. Vergennes
4. Steuben
5. Mansfield
6. Laconia

Desley 40 East 34th St, New York 16

* SLIGHTLY HIGHER IN THE WEST

These are honest-to-goodness women who sew! They know that

NECCHI® and ELNA® AUTOMATICS outperform all other machines

Mrs. John L. Strait, Jr. of Des Moines, Iowa, writes: "Even a beginner like me can sew like a professional on an Elna! I make all sorts of gifts, even make my husband's sport shirts, buttonholes and all! That free arm is wonderful. It lets me darn socks in seconds, and mend hard-to-reach places! And my Elna portable weighs only 17 pounds. It's so easy to carry!"

Mrs. Betty Comstock of Plymouth, Connecticut, says: "So far as I'm concerned, no other portable can compare with the Elna. It's my prize possession, and I fall in love with it again...every time I try another of its tricks! There's no end to them; beautiful embroidery stitches...perfect eyelets...even Turkish hemstitching...and they're all automatic!"

Mrs. Janette Granat of St. Louis, Missouri, says: "My Necchi is the easiest machine in the world for *every* kind of sewing. I push a button and complete embroidery designs appear! I push a button, and out come rich tapered satin stitches in different lengths, to form beautiful monograms! Everything's automatic! No other machine can compare with my Push-Button Necchi!"

Mrs. Harold Hubbard of Manitowoc, Wisconsin, says: "Compared to my Push-Button Necchi, other machines are only *partly* automatic. I shopped them all. Only Necchi has Triple Control Action that copies the movements of human hands. And only Necchi makes buttonholes automatically; I don't even turn the fabric! Makes over 200,000 fancy stitches automatically, too!"

Nationwide service through 2500 dealers

Free sewing instructions

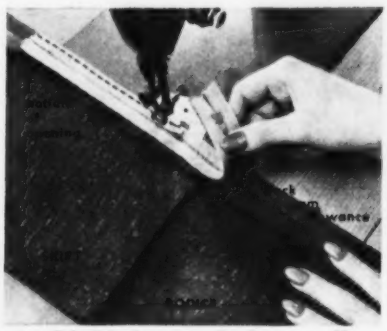
Certified by U. S. Testing Laboratories for quality and availability of spare parts.

NECCHI SEWING CIRCLE ELNA

FREE: "How to choose a really *Modern* Sewing Machine." Write Necchi-Elna, Dept. A725, 164 W. 25th St., New York, N. Y., or visit your nearest Necchi-Elna Sewing Circle.

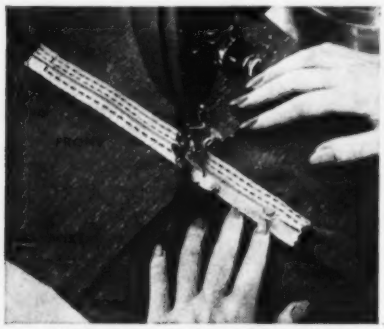
It's as easy as 1-2-3 to sew in Coats & Clark's *Dress* Zippers

Preparation: Check opening—length equals metal parts with tab UP. Trim waist seam-allowance. Machine-baste opening together. Widen front seam-allowance (if less than ⅝") by topstitching seam-tape. (Do all stitching inside, bottom *to* top.) Press seam open.

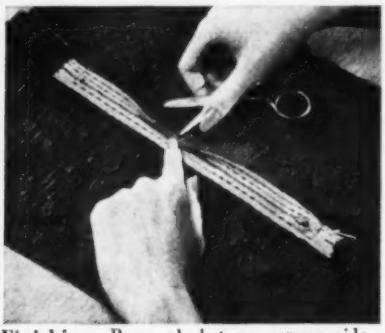


1. Stitch* zipper to back seam-allowance. Put zipper in place face-down, with full width of chain on back seam-allowance, and edge of chain along seam line. Stitch—with edge of regular presser foot against chain. Check position every 2" or 3".

2. Topstitch back seam-allowance. Change to zipper foot. Turn zipper right side up, folding seam-allowance close to zipper chain. Topstitch fold close to chain, continuing to end of zipper-tape.



3. Stitch zipper to dress front. Arrange dress with zipper face-down over front seam-allowance, forming a pleat at each placket-end. Be sure tab is DOWN. Stitch, through all thicknesses, from seam line across bottom, then along zipper close to chain and across top.



Finishing: Press placket on wrong side. Remove machine-basting, clipping every few inches if necessary. Press placket on right side, using tailor's ham to maintain shape. Coats & Clark's Dress Zippers have automatic locks to keep zipper from slipping open.

Neat placket . . . you can also sew in zipper by hand—as in custom dressmaking—to get the most inconspicuous closing. It's the only satisfactory way for pile fabrics like velvet, or fine fabrics like chiffon. In cleaning or washing, keep zipper closed. Open zipper fully when dressing.

**Stitching retouched for easy-to-see demonstration. In actual stitching, use 12-15 stitches per inch.*

CUT OUT AND SAVE THIS PAGE

NEW WAYS to make sewing easy. Send 10¢ for booklet, "It's Sew Easy," to Coats & Clark Inc., Dept. ZS47, 430 Park Ave., New York 22, N. Y.

You get trouble-free zipping, too—because Coats & Clark's Zippers are molded with *rounded* edges, so they won't wear unevenly, mis-mesh and jam. You also enjoy trouble-free shopping—with the See-Thru Packs and Self-selector display, you can instantly see the color, type, and length you want. Each color is numbered so you can easily pick Coats & Clark's O.N.T. Thread to match the zipper perfectly. Ask for Coats & Clark's Zippers wherever Coats & Clark's O.N.T. Thread is sold.

Make your time *count,* make it with

Coats & Clark's Zippers ONT Threads

there's
nothing like
pure
IRISH LINEN
to make any
home-sewn dress
a "Designer Creation"
No one will ever dream you made these smart separates yourself when you sew them in pure Irish linen. Irish linen comes in three different weights—all of them resist creasing, become lovelier the more they are laundered. Anything you make in pure Irish linen rewards your every minute and stitch with long lasting beauty and smartness.
IRISH LINEN
LOVELY LASTING ECONOMICAL
THE IRISH LINEN GUILD
1270 Avenue of the Americas
New York 20, N. Y.
Simplicity
Pattern
#2046

DO YOU KNOW

These Helpful Tips On THREAD?

- Hold fabric and thread against a white background when matching color.
- Buy sufficient thread at one time to finish a garment. You need—
  - One 100-yard spool for a blouse
  - Two 100-yard spools for a dress
  - Three 100-yard spools for a suit
- STAR Mercerized Thread for sewing all fabrics is available in 175 fashion-rite shades.

Simplicity Pattern #1985

You're sure of a perfect match when you choose American Thread Co.'s STAR Mercerized Thread. 175 shades cover every 1957 fabric color.

Use extra-strong HERCULES for sewing curtains, draperies, slipcovers.

For general sewing, use dependable STAR Six Cord.

For buttons that stay anchored, insist on AUNT LYDIA's Carpet and Button Thread.

Always look for the threads with the STAR on top—they're *So Sewable!*

The American Thread Company
260 West Broadway, New York 13, N. Y.

Slenderettes

2040—A dress cleverly designed to add height and subtract weight. Pretty deceivers: the point-making collar, the long tab, the softer skirt. Fluegelman Everglaze Paper-Weight print. For minimum waist, substitute a self-belt by Bac-A-Brand. In sizes 12-42, 50¢.

2038—A smart approach to summer in town—this short-sleeved dress with an open neckline which invites favorable attention, a skirt which gently unfurls at the hipline. Of Skinner's Truhu silk print. In sizes 12-42, 50¢.

ALL SIMPLICITY PATTERNS ARE PRINTED.

Paper-Weight Prints

EVERGLAZE®

Sheer Cotton

by FLUEGELMAN

A delightful idea—Fluegelman's sheer new "Everglaze" prints in authentic reproductions of imported paperweights. Perfect for your prettiest new summer frock—perfect for daughter's, too. And so wonderfully carefree—because Paper-Weight Prints are crease-resistant "Everglaze" cottons.

For yourself—choose Paper-Weight #803 in Simplicity Pattern #2031.

For daughter, select Paper-Weight #802 in Simplicity Pattern #2058.

®Reg. J. B. & S. Co.

buy with confidence... they're Everglaze® fabrics

Any fabric carrying the "Everglaze" trademark is of tested quality. Rely on "Everglaze" fabrics for lasting good looks, long wear, easy care; to resist creases, wash easily, require little or no ironing. To be sure of quality, make sure the fabrics you select carry the "Everglaze" quality trademark.

Photographs by Jacques Simson

you'll enjoy these

extras

in fabrics with

CYANA® FINISHES

Next time you select dress goods, don't miss out on getting the many benefits modern-day Cyana Finishes offer:

• **Wrinkle Resistance** • **Spot and Stain Resistance** • **Shrinkage Control** • **Water Repellency** • **Easy Care**

...all durable to washing and dry cleaning for the life of the fabric!

Also, you'll find a Cyana-finished material a joy to work with – easier to cut, to sew, to drape... easier to translate into a finished work of art!

Look for the Cyana tags on America's most modern textiles ...in a rich variety of fibers, fabric types and designs. You'll find it mighty worthwhile.

CYANAMID

American Cyanamid Company, Textile Resin Department, 30 Rockefeller Plaza, New York

Slenderettes

2044 – The versatile dress that never has to watch the clock (it's right at any time of day or night). Featured: a heart-shaped neckline, a skirt made easy by soft side pleats. Of Dumari Tebilized Lovely Lady Supima cotton voile. In half sizes 12½-22½, 50¢.

2004 – A town dress for luncheons and later. Its flattering V neck is framed by a contrast scarf drawn through slots. The skirt relaxes into a gentle flare. Shown in Skinner's Cupi-shan of cotton and Bemberg Coupioni. Half sizes 12½-24½, 50¢.

ALL SIMPLICITY PATTERNS ARE PRINTED

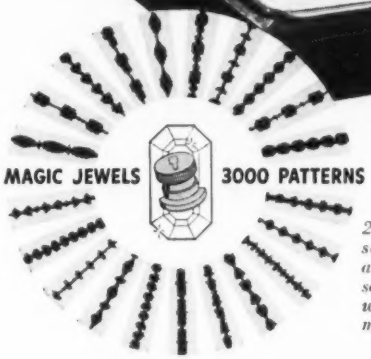
IMPORTED EXCLUSIVELY BY Montgomery Ward

New "21 Jewel" automatic *zig-zag* does everything $249 machines do (and more)!

$149.95

$5 DOWN ON TERMS

Price includes handsome carrying case



21 cams give thousands of stitches automatically—sews professionally without attachments.

Only Wards could bring you such a high-quality sewing machine at this low price. And we back this amazing new portable with Wards 20-year guarantee! Come in and see the "21 Jewel" sew forward and backward, mend, darn, appliqué, sew on buttons, lace, piping, patches, embroidery, make buttonholes. All this—plus fancy stitching, monograms, shirrs, hemstitches and blind stitches—without attachments. It's outstanding for straight sewing, too. Full-size head. Round bobbin. You'll save $100 when you buy Wards "21 Jewel" automatic zig-zag! Come in and see a demonstration at your Wards retail store, or order by mail or through Wards catalog stores.

Special! Lowest price ever! Wards semi-automatic zig-zag!

$60 less than comparable nationally advertised brands

$119.88

$5 DOWN ON TERMS

Now you can sew all the difficult and fancy stitches formerly possible only on much higher priced machines. Wards semi-automatic zig-zag is precision-built, factory-tested and backed by Wards 20-year guarantee.

Costumakers BUTTONS

TRIM

FASHION

BUDGETS

Take a good snip off your fashion expenses, *without* cutting down on style, by sparkling your sew-lovelies with Costumakers . . . buttons from the world over! Where else can you get *so much* fashion for 10¢, 25¢, 39¢ and 59¢ a card? Look for *genuine* Costumakers at variety and notions stores.

Costumakers

TRADE MARK

LIDZ BROTHERS INC., 250 West 36th Street, New York 18

Travel light, Travel right

Formula for a successful holiday weekend. 2065 — Empire-waisted bouffant which changes identity at the drop of a jacket. In sizes 11-18, 50¢.

2073 — One-piece playsuit with boat neckline and drawstring waist. For quick conversion to dining room formality, a wrap-around skirt. Sizes 11-18, 50¢.

Traveler's Aids

General Electric Portable Steam and Dry Iron. Weighs 1⅓ pounds. A.C. or D.C. Hand lotion in 17 oz. plastic bottle with separate purse dispenser. *Elizabeth Arden.*

ALL SIMPLICITY PATTERNS ARE PRINTED.

WHY SIRI?

Because it's the newest, most effective way to underscore your home-sewn dresses and sportswear. Imagine the shape-retaining power of Armo (interfacing for coats and suits), the mold and hold virtues of Formite (interfacing for dresses), in a new silky-soft fashion underliner that's so smooth you can wear it next to your skin. Siri is supple, easy to cut and sew...it shapes a sheath, floats a bouffant yet weighs next to nothing. Give your fashions that professional touch with Siri—it underscores perfectly, permanently. Washable and dry cleanable, too!

THESE FAMOUS DESIGNERS KNOW WHY!

ESTÉVEZ
"Siri is simpatico . . . soft-as-silk, smooth-as-satin and whisper-light."

ANN KLEIN
"Bravo, Siri. Amazing the way it billows a bouffant . . . yet is light-as-a-breeze."

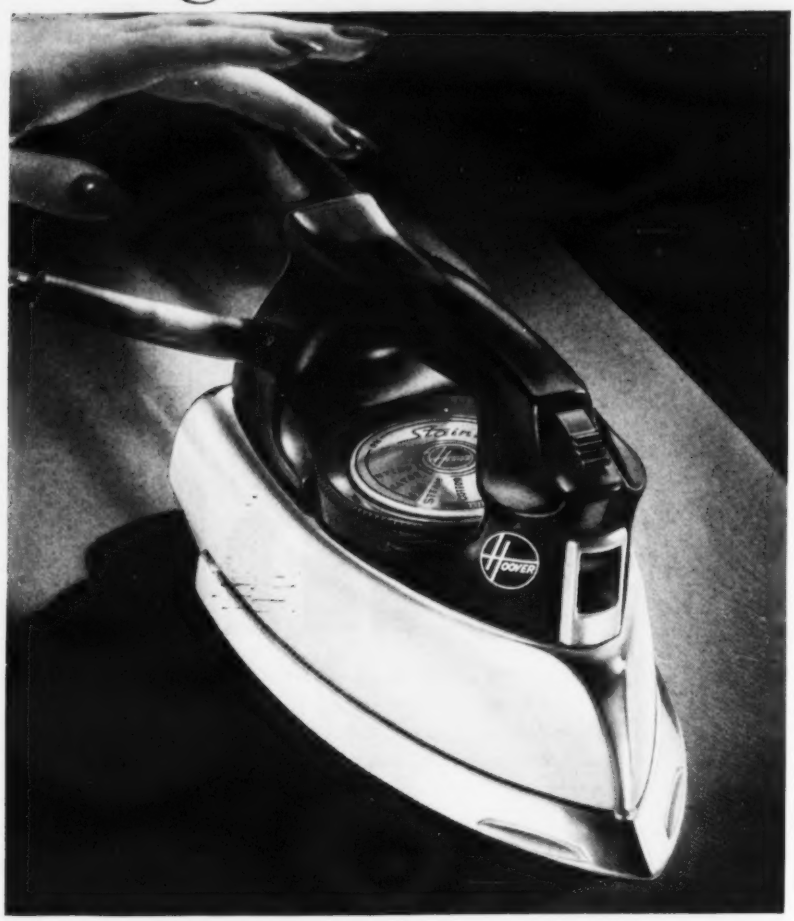
OLEG CASSINI
"It's incredible how perfectly Siri shapes a sheath . . . without revealing its presence."

At piece goods counters everywhere or write:

DAVID B. CARMEL & CO., INC. DEPT. S4 • 1407 BROADWAY • NEW YORK 18, N. Y.

ARMO (for coats and suits) **SIRI** (to underscore sheaths or bouffants) **FORMITE** (for dresses)

...outglides all others!

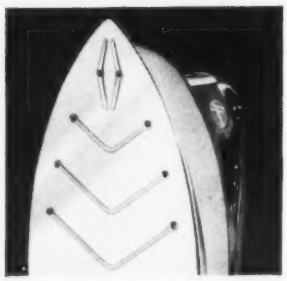


NEW HOOVER STEAM-DRY IRON

moves easiest because of its

Stainless Steel Soleplate

When it comes to ironing, nothing glides so easily over any fabric as stainless steel. So Hoover bonded stainless steel to aluminum to bring you the *first* steam-dry iron with a stainless steel soleplate. No other iron is so smooth, so easy-gliding, so free of "dragginess." Feel the difference at your dealer's. Get the new Hoover and make ironing next thing to a breeze.



No dry "spots." See those channels? They spread the steam evenly over the whole surface of the iron.

HOOVER®

FINE APPLIANCES

around the house, around the world

Travel light, Travel right

Complete weekend wardrobe from two pattern envelopes. Above: 2069 — A dress that arrives in its cape and doffs it for dancing. Sizes 12-20, 50¢.

2076 — Jamaica shorts and shirt for sports or idling at the pool. A flared skirt adapts it to more formal living. Sizes 12-42, 50¢.

Traveler's Aids

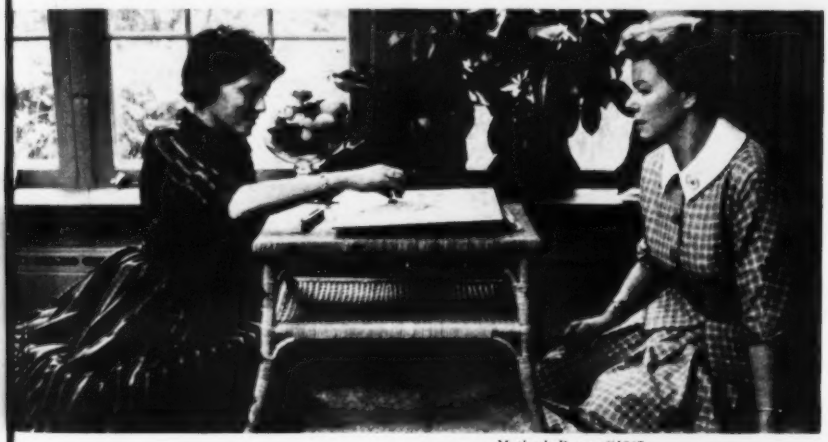
For sweaters and dainties, *Wool Kare* cold water soap travel kit. *Columbia-Minerva.* *Vitamin Moisture Balancer* to restore the youthful look to sun-parched skin. *Coty.*

ALL SIMPLICITY PATTERNS ARE PRINTED.

There are so many good reasons why

"I am a great user of Simplicity Patterns," reports Mrs. James C. Armstrong of Chicago, Illinois. "First of all, I like their designs – excellent basic patterns which I can make to express my own personality by my choice of fabrics and colors." Mrs. Armstrong, slim-figured young wife of an advertising executive, paints children's portraits, in addition to her most important full-time job—bringing up her own two small babies. "They keep me on the go; leave so little time for sewing projects. So I especially like Simplicity Patterns because they're so easy to use!"

Mother's Ensemble, #1907 • Boys' Jeans, #1786



Mother's Dress, #1927

Mrs. George A. Burden, Jr. of Philadelphia and Stone Harbor, New Jersey, loves to make things with Simplicity. "I wear mostly separates, suits and short evening dresses . . . have made fabulous skirts, and several very wearable dresses, too. I'm long-waisted, but Simplicity Patterns adjust to fit so easily. And their styling is in the most impeccable taste, always!" Mrs. Burden, wife of a prominent Philadelphia physician, has been married for 19 years; has two daughters, two sons, a parakeet named Ninke-Poo, and a French poodle, Eloise – after the Plaza Hotel's Eloise, of course. Younger daughter Joan, 14, hopes to be a model. "We were on a cover of a magazine two years ago." Said Mrs. Burden, "I'm afraid it went to her head!"

"The patterns I use are always Simplicity!" says Mrs. Thomas Adam Musto of Woodside, San Francisco, California. Mrs. Musto, wife of a prominent attorney, has a 5'5¾", young size 10 figure that belies her years of marriage and three children. She is active in social work, serves on several charity boards, and devotes much time to sewing for charity bazaars – in addition to making many of her own clothes. "I find Simplicity instructions so clear, the patterns are wonderfully easy to follow, the results chic!"

Dress, #1881

more women choose Simplicity than any other pattern!

Look for the Fall Simplicity Magazine on sale August 15 at newsstands and pattern counters . . . 35¢

as seen in the smartest places

There's a fabulous Talon zipper
for every dress you sew!

TALON, INC., MEADVILLE, PA.

Talon
THE QUALITY ZIPPER

Simplicity

Cover: The season's great Regatta Look reflected in a halter-bodiced dress with pleated skirt. Of dazzling whiteness, Cohama's "Sailing High" 100% Celanese Arnel sports weave. 2091, sizes 11-18, 50¢. Regatta belt and scarf by Brooke Cadwallader. Talon Magic-Tab zipper. Bracelet by Monet. Photographed by Louis Faurer.

WATCH FOR THE FALL-WINTER ISSUE OF SIMPLICITY PATTERN BOOK ON SALE AUGUST 15TH

SUMMER 1957 PATTERN BOOK

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THE FIRST DOZEN YEARS

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68-69 Family Plan: Father and Son

For Summer 1957, our fashion compass points to the Regatta Look, expresses it with patriotic colors, crisp spectator lines, longer pleated skirts, fabrics which do go near the water (and look wonderful afterwards). Foreign influences crop up in the rounded Flemish silhouette, the Empire bodice, the cape—plain or hooded—which recaptures the romantic spirit of Versailles. High-fashion "Slenderettes" are launched with a big collection designed to flatter women and half sizes. Prints flower in beautiful profusion on classic sportswear or grow misty on garden-party bouffants. In our 15 page children's section, we've discovered a new color (lavender) and probed the possibilities of embroidery and fabrics with an embroidered look. Because we believe you'll find an embarrassment of riches, we suggest you start your summer sewing early this year.

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1950

THE REGATTA LOOK

It's the trophy-winning look for summer — as exciting as a boat race, as casual and relaxed as a summer cruise. For ship or shore, in town or at the country club, the new fashions steer a beautiful course in colors that rally to the American flag, feature nautical details that evoke a nostalgia for the 1930s.

• Left: 1950 — Navy blue bloused sheath with surplice closing at the back and tabs that rig its contrast scarf to the neckline. All accessories fly American colors. Ross & Oberleder "Bali" flannel of Celanese acetate and rayon. Belt by Brooke Cadwallader. In sizes 10-18, 50¢.

• Right: 1927 — From the Auntie Mame era, a two-piece spectator dress that sails effortlessly through summer. Its pleated skirt falls to the newest length, its jacket is belted and bloused. Skinner's crepe of Celanese Arnel. Sizes 12-20, 50¢. Hats by Madcaps. Stores at which fabrics can be purchased on page 73.

BUTTONS BY COSTUMAKERS. SIRI INTERFACING. BACKVIEWS PAGE 72. YARDAGES PAGE 74. ACCESSORIES PAGE 76.
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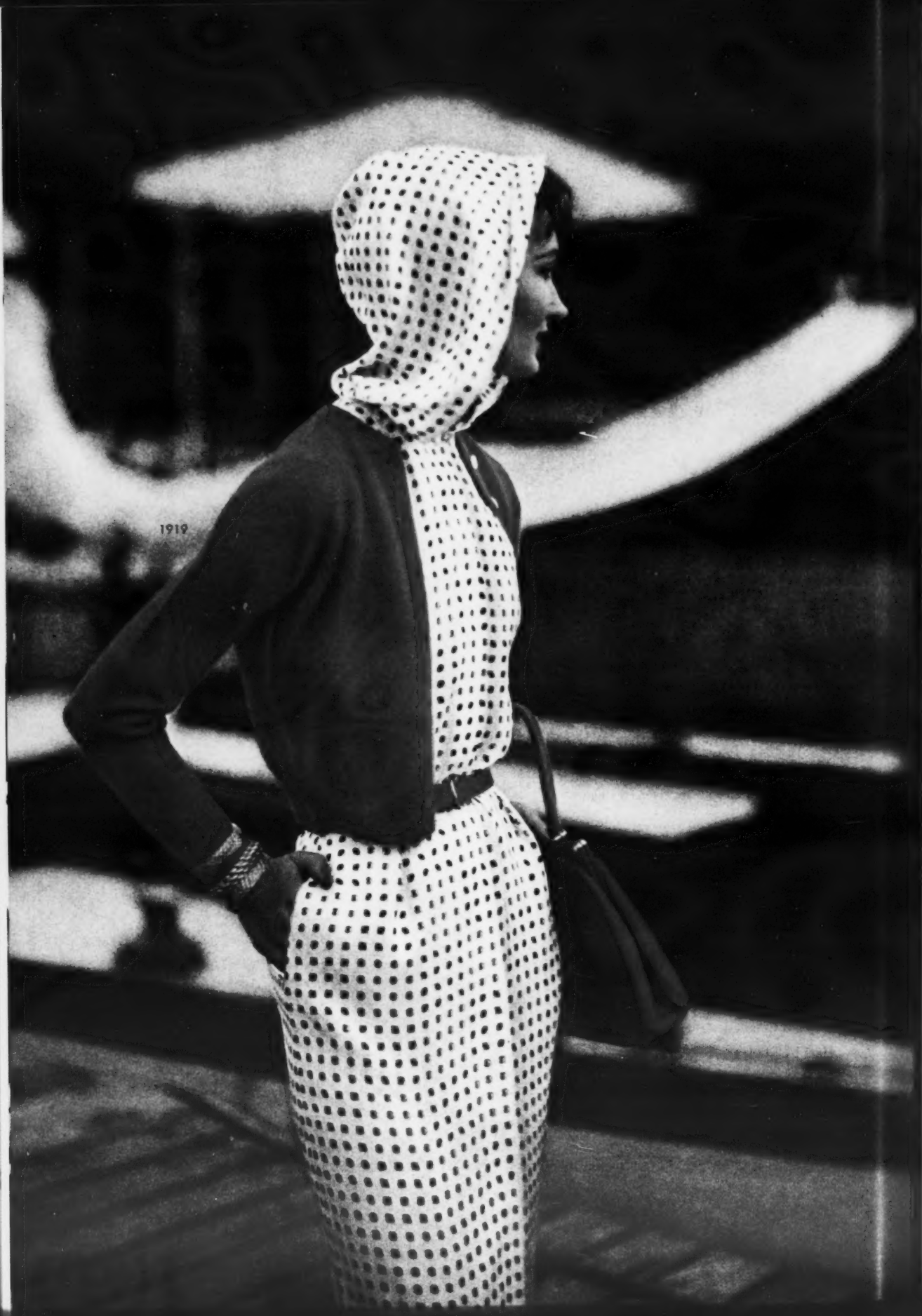
LOUIS FAUREH


1919

THE REGATTA LOOK

Fashions that make a good case for the growing naval influence on civilian life.

• In Color: 1919—At the helm of summer fashion, this breezy shirtwaist dress with the season's most dashing headline and a curved yoke to stem the tide of its back-bloused bodice. The print that looks like naval insignia is Goodman & Theise surah of Celanese acetate. Short cardigan by Hadley. Sizes 11-18, 50¢.

• Right: 2034—Cited by the captain for conspicuous prettiness in action, this sleeveless dress with wing collar. Skirt, rounded in the Flemish style, is softened with one inverted pleat. Burlington Mills "Best News" of rayon & Celanese Arnel. In sizes 12-20, 50¢. For stores where these fabrics are available, see page 73.

BUTTONS BY COSTUMAKERS. SIRI INTERFACING
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LOUIS PAURER

NEWS...SKIRTS...NEWS...SKIRTS

The new softer silhouette, expressed in easy pleats and superbly controlled drapery, lowered skirts of reproportioned length.
The daytime look: slightly longer (13 inches from the floor).
After-dark extension: to the ankle.

Left: 2048 - For evening editions, a high-waisted taper skirt dramatically slashed from calf to ankle. Sizes 24-30, 35¢.
2086 -- Halter blouse with plunging neckline. Sizes 11-18, 35¢.

Right: 2048 - Softly voluted skirt, 13 inches from the floor. Sizes 24-30, 35¢.
2072 -- Scooped blouse. Sizes 11-18, 50¢.

With falling hems, shoes with a pointier point of view. The sheath-slim pump is velvety Kafolope, satin-bowed. De Liso Debs.

2048

PELLON INTERFACING.
COATS & CLARK'S TROUBLE-FREE ZIPPER.
BACKVIEWS PAGE 72. YARDAGES PAGE 74
ACCESSORIES PAGE 76.
ALL SIMPLICITY PATTERNS ARE PRINTED

2048

ESTA LARSON

2028

1994

Left: 1994 - A scissors skirt that flows gently from its scalloped, cummerbunded bodice. Sizes 12-18, 50¢.

2035

Right: 2035 - The fluid skirt of unpressed side pleats proceeding easily from a sleeveless bodice carved low in back. Sizes 12-20, 50¢.

Photo left: 2028 -- Rounded skirt, subtly shaped with soft inverted pleats. Surplice Empire bodice. In A. P. Silk Co. silk faille. Sizes 11-18, 50¢.

MARIA MARTEL

NEWS...THE FLEMISH INFLUENCE

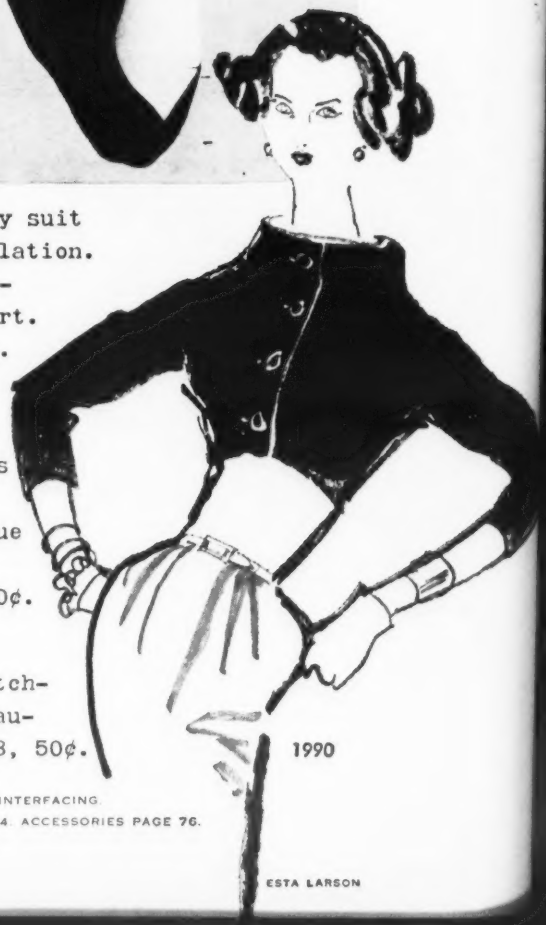
1920

1951

Above: 1920 – Dutch-boy suit in American-girl translation. Fluttery jabot, square-cut jacket, curved skirt. Of Onondaga silk linen. Sizes 10-18, 50¢.

Left: 1951 – Soft dress jacketed in a Flemish length. Rosewood Balique of DuPont Dacron and cotton. Sizes 12-20, 50¢.

Right: 1990 – Brief Dutch-boy jacket over a bateau-neck dress. Sizes 11-18, 50¢.



1990

BUTTONS BY BGE ORIGINALES. PELLON INTERFACING.
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ESTA LARSON

Left: 1944 – Detachable capelet assigned to a high-waisted dress. Reltex "Calabria" and "Baranka" Compatibles. Sizes 11-18, 50¢.

Left: 1991 – The cape in a new length (five-sixths), a new collar (stand-off). Lebanon Sanforlan "Nob Hill" of wool and DuPont nylon. Sizes 11-18, 50¢.

Right: 1947 – The romantic cape-coat with grand opera dash. Lined to match its scoop-neck dress. Sizes 12-20, 50¢.

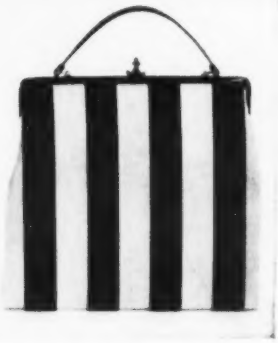
NEWS...CAPES...NEWS

MARIA MARTEL

NEWS: THE SPECTATOR IDEA

Right: 1946 – The button-on shirtwaist dress with back yoke, shoulder softness, and a skirt of easy pleats. Sizes 11-18, 50¢.

Above: 1925 – Blouse on blouse... Breezy jacket over a soft-bodiced jumper. Blue-Simon Tebilized "Forte" of rayon and silk. Sizes 11-18, 50¢.



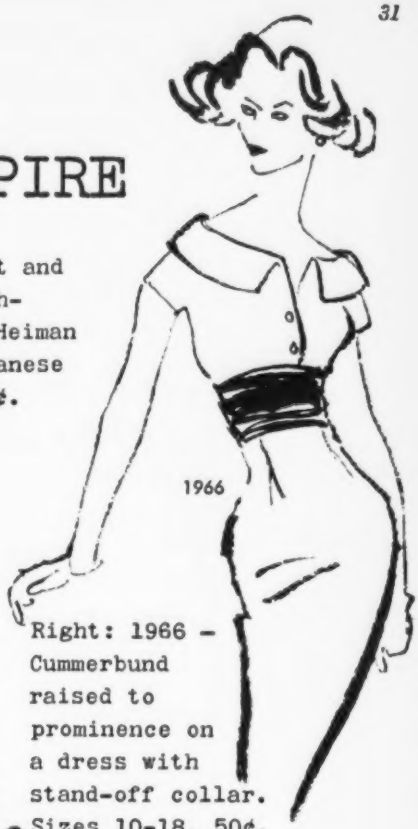
Accessories make the spectator... Square-cut handbag with stripes broad and bold. Ingber. Two-textured spectator pumps that point to a narrowing footprint. De Liso Debs.

Above: 2071 – The slim sheath in two pieces: halter blouse and back-buttoned wrap-around skirt. Sizes 11-18, 50¢.

NEWS...EMPIRE...NEWS...EMPIRE

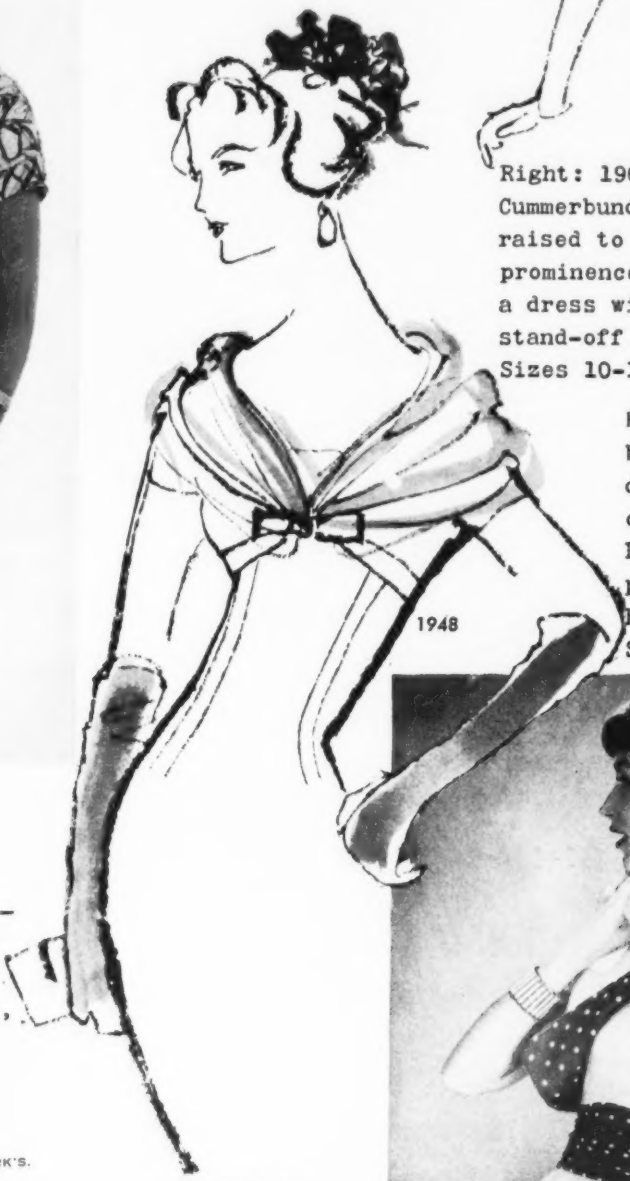
1993

Left: 1993 – Gentle skirt and bodice gathered to a high-curving midriff. Arthur Heiman "Hy Brow" taffeta of Celanese acetate. Sizes 11-18, 50¢.



1966

Right: 1966 – Cummerbund raised to prominence on a dress with stand-off collar. Sizes 10-18, 50¢.



1948

Below: 1955 – Hooded bolero and Empire dress in "Kismet" of Acrilan & silk. Polka-dotting in pure silk shantung. Both by Mallinson. Sizes 11-18, 50¢.

Right: 1948 – New perspective on the Empire – a wide fichu collar that provides beautiful framing for this supple, unbroken sheath. In sizes 11-18, 50¢.

PELLON INTERFACING.
BUTTONS BY BGE ORIGINALES.
TROUBLE-FREE ZIPPERS BY COATS & CLARK'S.
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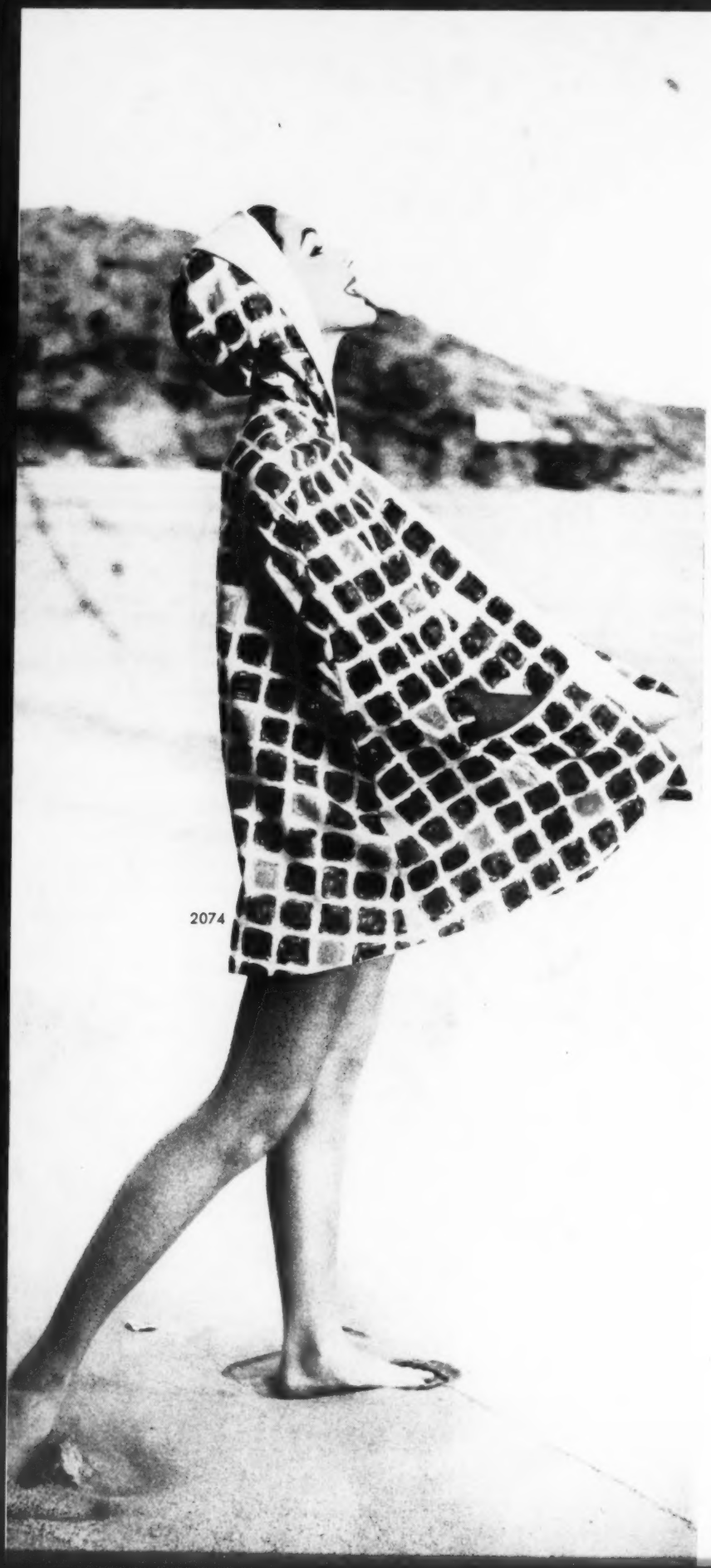
ESTA LARSON

1955

MARIA MARTEL



Beach Headlines: The Hood

Traced from a desert oasis to America's smartest watering places, these hooded fashions with a flair for drama, a spectacular new headiness. Gorgeously defying the all-white tradition of the Sahara burnoose, they burst into brilliant squares of color, flaunt vivid stripes that frame and protect the prettiest faces from over-exposure to sun and seabreeze.

• *Left:* 2074—One of the handsomest mirages likely to be seen on the sand all summer, a hooded beach cape cropped very short. Two spacious patch pockets are large enough for lotions and notions. Undercover interest: the shorts and little bare-midriff bra. In Peter Pan Lyntara. Sizes 11-18, 50¢.

• *Right:* 1902—One-piece button-down-the-front playsuit with attached hood to protect milady's hair from the drying effects of sun. Wrap-around skirt is striped at cross-purposes. Of Peter Pan Everglaze Alura woven stripe. In sizes 11-18, 50¢.

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LOUIS FAURER

1902

2073

The Pretty Look in Playclothes

LOUIS FAURER

Cool and collected for summer, two of this year's best sea stories in new and exciting translations.

• Left: 2073 — Boat-neck playsuit with drawstring waist. Simple-To-Make. Wyner Land O' Cotton jersey stripe. The one-piece playsuit with wrap-around skirt. Indian Head brand All-Purpose cotton print. Sizes 11-18, 50¢.

• Above: 2071 — The linen beachcombers. Raspberry shorts and sleeveless white top plus a middy blouson of eyelet linen. In cotton candy pink, the same blouse with co-ordinated shorts of embroidered linen. Both versions prescribed for play in Moygashel Shanlin and embroidered Vat-dyed Irish linen. Sizes 11-18, 50¢.

TALON MAGIC-TAB ZIPPERS. BACKVIEWS PAGE 72. YARDAGES PAGE 74.

ACCESSORIES PAGE 76. ALL SIMPLICITY PATTERNS ARE PRINTED.

LOUIS FAURER

The Classic Revival

Sportswear that turns to the classics for inspiration and to the top fashion ideas of the season for its styling details.

• In Color: 1695—Recent arrival on the resort scene, this fabulous blazer in a flowering of daisies. Sizes 11-18, 50¢.

• 1818—The new lean and tapered look in slacks. Sizes 24½-28, 50¢. Wellington Sears Sanforized Mercerized Topsail print and plain.

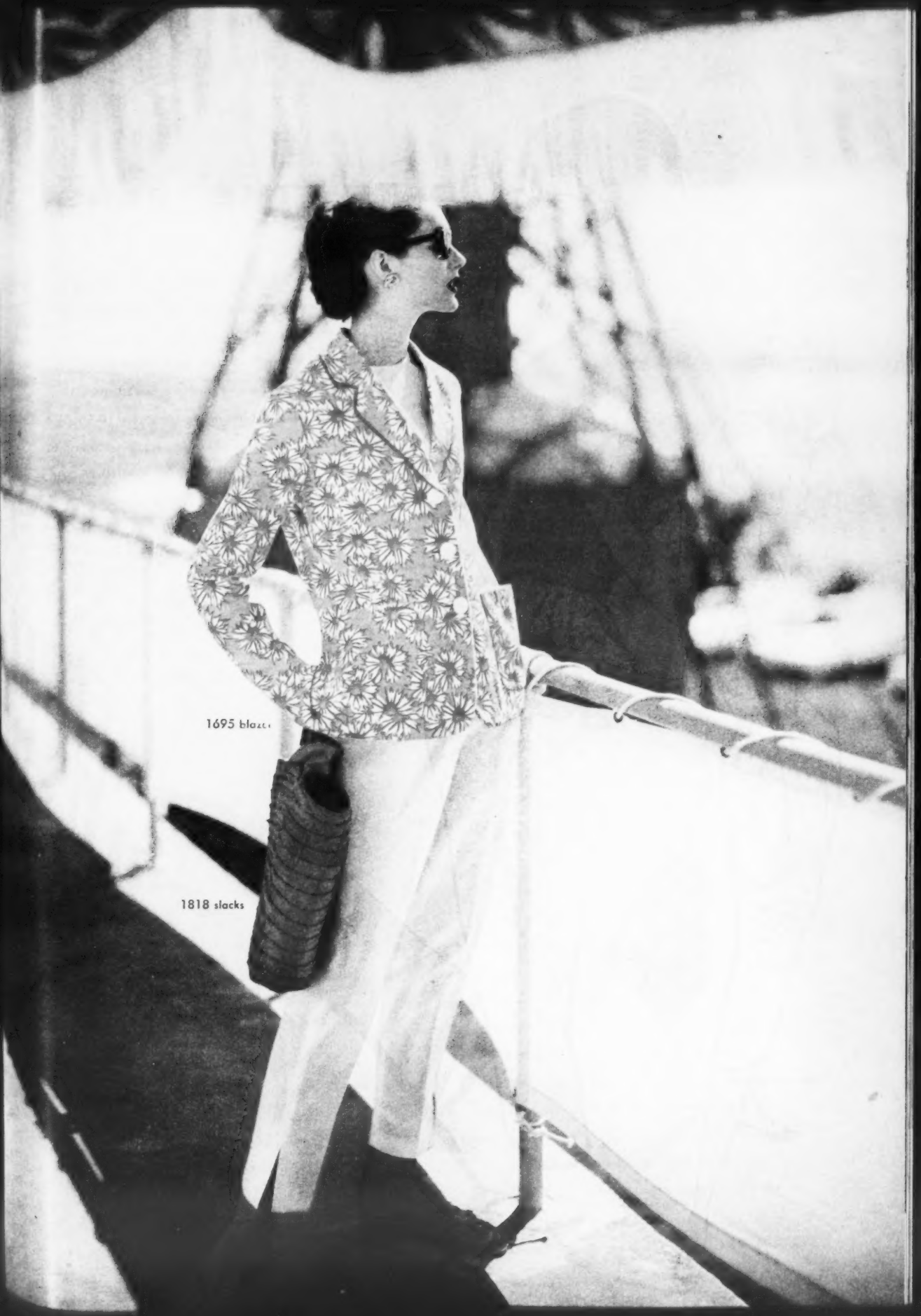
• Right: 2072—Sun top plus shorts with Dutch-Boy softness. Weil & Schoenfeld Tuffy gabardine of rayon & DuPont nylon. Sizes 11-18, 50¢.

• Left: 2005—Tucked blouse. Sissified and silky in Belding-Corticelli hand-washable pure silk broadcloth. Sizes 12-20, 35¢.

• 1606—Smart Jamaica-length shorts. Sizes 12-20, 35¢.

• Lower right: 1818—Tapered slacks. Reeves Sanforized Vat-Dyed Cavalry twill. Sizes 24½-28, 50¢. Cashmere sweater by Hadley.

BUTTONS BY LA MODE. TALON ZIPPERS. STA-SHAPE #65 INTERFACING. BACKVIEWS PAGE 72. YARDAGES PAGE 74. ACCESSORIES PAGE 76. ALL SIMPLICITY PATTERNS ARE PRINTED.


1695 blazer
1818 slacks

DATE-TIME TEENS

Big fashion ideas likely to be reflected in a teenager's mirror: the much-softened sheath skirt, the abbreviated cover-up that lengthens the life of a dress, the emboldened use of primary colors.

***Left:* 2052 – A sheath with two ways about it – square-cut and bare or snugly jacketed. Jacket has stand-off collar, cut-in-one sleeves. Sizes 10-16, 50¢.**

***Below:* 1967 – A brilliant sunstroke – long-tabbed, full-skirted, shallowly scooped. Sizes 10-16, 50¢.**

Clockwise from lower left:

2014 – Perfect for day-into-date-time wearing, a dress with the new softly pegged skirt, a neckline that dips to a V in back, a pert cummerbund to cinch the waist. Sizes 10-16, 50¢.

1972 – Stripes that take several interesting directions on a sleeveless dress designed to change its manner with its mood. Ways and means: a demurely coquettish little capelet. Sizes 10-17, 25¢.

2013 – Hearts that are young and gay for this provincial dress with a profiling of Trimtex rick rack and a contrast cummerbund. Sizes 10-16, 35¢.

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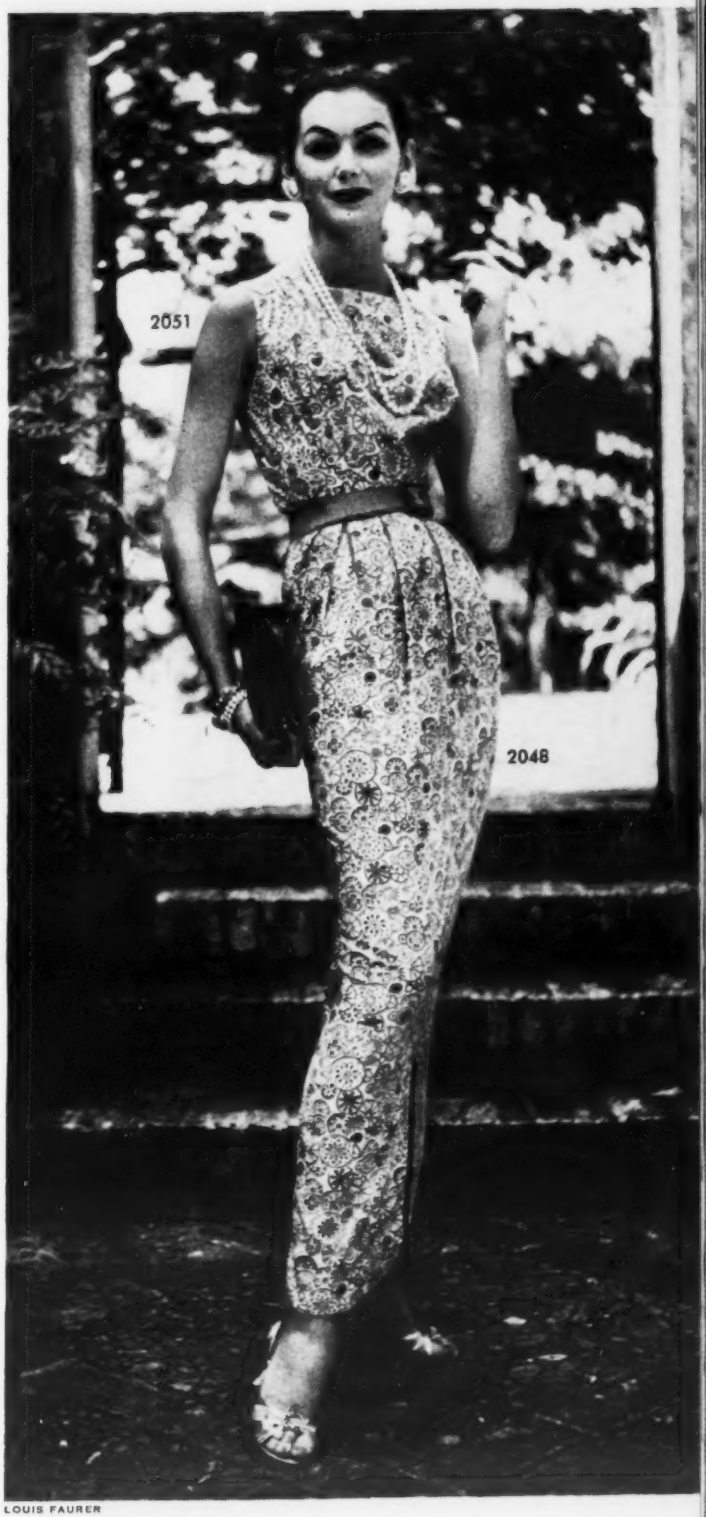
6086
1851

Late day cottons



LOUIS FAURER

A brilliant collection of fashions designed to capture late-day laurels. Featured:, softly-stated skirts, spectacular cottons with the bold look of block prints.

• Color Photo: 2086—In luscious peony on red, a dramatic halter top that moon-, lights a suntanned back and plunges to a sharp V in front. Sizes 11-18, 35¢. 1851—Striking floor-length skirt of great scope and beauty. Sizes 24-30, 35¢. Fuller Fabrics Modern Master print by Miro.

• Right: 2048—A new silhouette based on a news-conscious length. To-the-ankle skirt with gradually subsiding softness released at the waist and a deep slit that enables the modern siren to keep in step. Made with Talon's 9" Magic-Tab zipper. Sizes 24-30, 35¢. 2051—A sleeveless blouse, elegant in its simplicity. Sizes 12-20, 35¢. With a lyrical feeling for the Near East, Wamsutta's International Poetry print.

WAISTBANDS INTERFACED WITH FORMITE.
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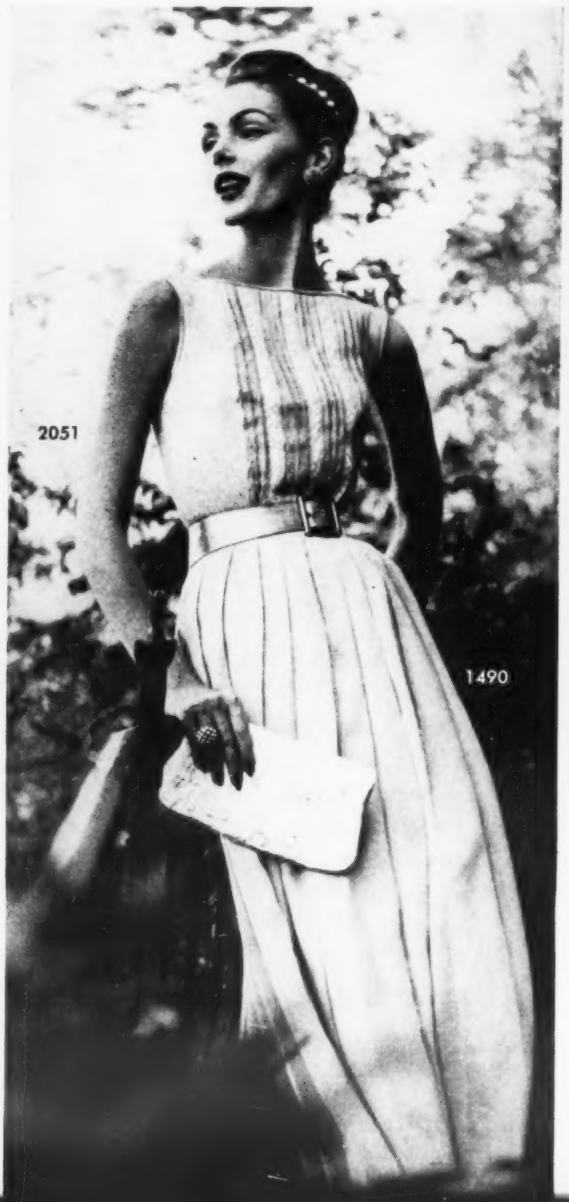
Evening Stars: The chiffon weights

LOUIS FAURER

• Left: 2072 – Paired for midsummer night dancing: a lilting, soft-as-seabreeze skirt, a deeply scooped blouse. In coordinated Fuller Fabrics. Top: Everglaze cotton satin. Skirt: Tebilized Windswept Supima cotton chiffon. Sizes 11-18. 50¢.



• Right: 2051 – In newly en-lightened linen, a fragile bateau-neck blouse with tiny tucks and lace inserts. Sizes 12-20. 35¢. 1490 – A gently pleated skirt, Simple-To-Make. Sizes 23½-30. 35¢. McBratney's chiffonweight Vat-Dyed Flaxfine Irish linen.

• Left: 2064 – In the ethereal spirit of chiffon, this moonscaped beauty with a plummeting surplice halter (cinched by its own cummerbund) and a gathered skirt that takes flight when the music plays. Couture note: a deepened hem. Skinner's Novallure Georgette of DuPont nylon. In sizes 11-18, 50¢.

TALON MAGIC-TAB ZIPPERS.
SIRI INTERFACING.
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• Right: 2065 – A summer sheer checked so lightly it seems to float. Decollete bodice is narrowly strapped and banded to accent its Empire styling. Lowenstein's Signature cotton "Checkmate". Midriff interfaced with Siri F. Sizes 11-18, 50¢.

Graduation dresses with a great future at all the post-grad summer parties. Effective in white-on-white prints, textured organdies, embroidered cottons.

Left to right: 2052 — A brief jacket — stand-off collared, cropped at the waist — over a sleeveless Empire dress. Skirt of inverted pleats. Sizes 10-16, 50¢.

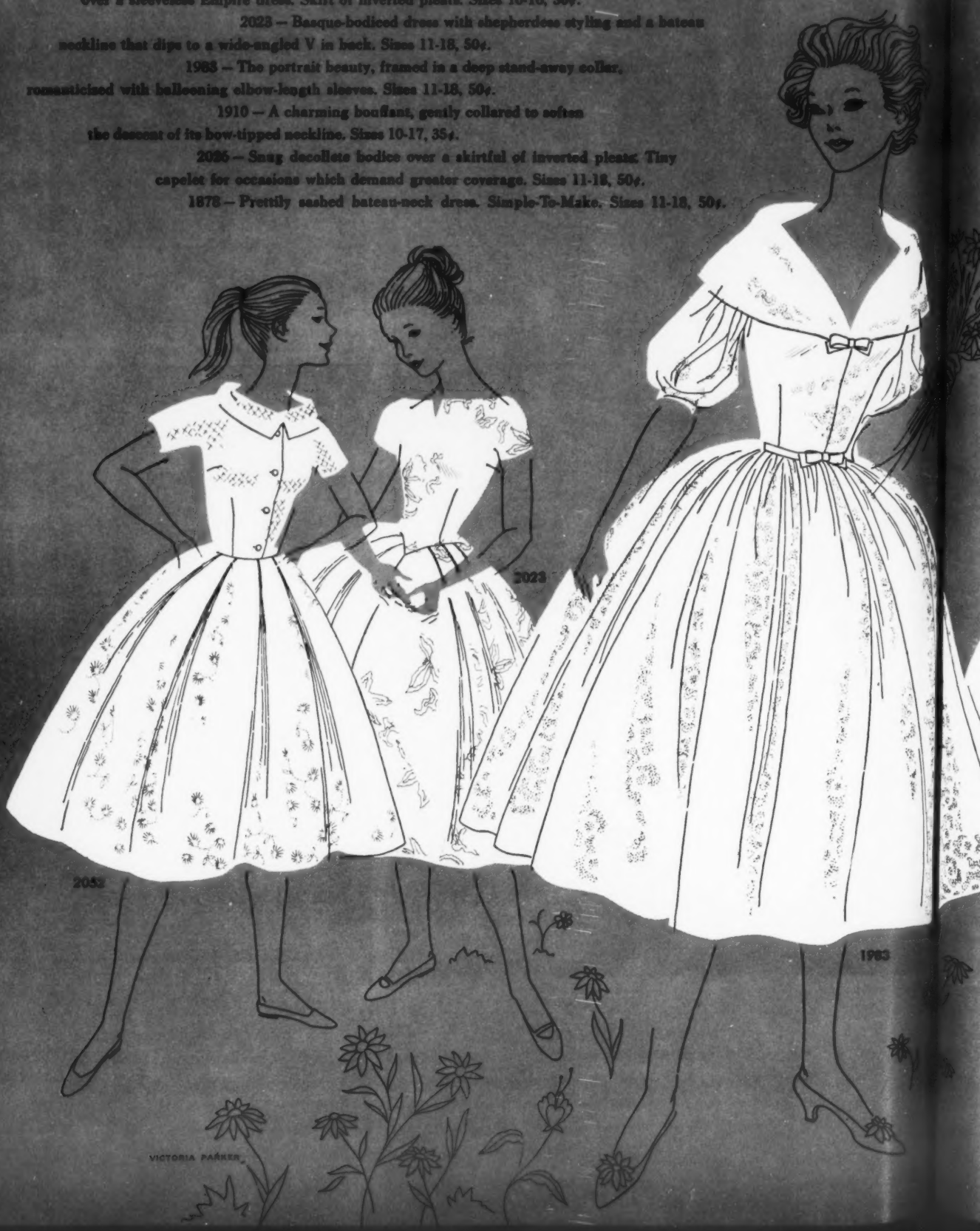
2023 — Basque-bodiced dress with shepherdess styling and a bateau neckline that dips to a wide-angled V in back. Sizes 11-18, 50¢.

1983 — The portrait beauty, framed in a deep stand-away collar, romanticized with ballooning elbow-length sleeves. Sizes 11-18, 50¢.

1910 — A charming bouffant, gently collared to soften the descent of its bow-tipped neckline. Sizes 10-17, 35¢.

2026 — Snug decollete bodice over a skirtful of inverted pleats. Tiny capelet for occasions which demand greater coverage. Sizes 11-18, 50¢.

1878 — Prettily sashed bateau-neck dress. Simple-To-Make. Sizes 11-18, 50¢.



For the Class of '57

BACKVIEWS PAGE 72. YARDAGES PAGE 74.
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A portfolio of "Slenderette" fashions designed with an experienced eye for proportions that flatter—lines that slim.
• Right: 1998—On round-the-clock duty, an easy V-necked basic that invites free-lancing accessories. Burlington Santiago of cotton and rayon. Sizes 12-42, 50¢.

• Below: 1997—A versatile summer ensemble that will hardly ever be "between engagements". The dress features softness of detail: a *softly* tied bow, a *soft* Flemish skirt. In Wamsutta Ribbon stripe Voile print. The coat is short-sleeved and flowing. Skinner's Minaret crepe. Sizes 12-42, 50¢.

1997

1998

Slenderettes: Women's sizes

• 1999—Two views of a soft-spoken sheath—both favorable. (Right) Slenderizing dress with etched-in-white scoop neckline and simulated fly front. (Above) Dress topped by its shawl-collared jacket. Blackstaff Vat-Dyed Irish linen, plain and embroidered. Self-belt by Bac-A-Brand. Sizes 12-42, 50¢.

ROBERT RANDALL

• Below: 1957—A perfect marriage of taste and elegance, this three-piece suit that is never out of season. Over its narrow skirt, a gentle tie blouse and straight-cut raglan-sleeved jacket. Skinner's Katonah silk doupioni with blouse and lining of Skinner's pure silk surah. Sizes 12-42, 50¢.

INTERLON INTERFACING.
BUTTONS BY LA MODE.
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2043

ROBERT RANDALL

• Left: 2043—New edition of an American classic—the shirtwaist dress. Familiar details, observed afresh: a full-length tab (very kind to figures), a back yoke, a convertible collar. Tiny geometrics in Abbot Mills "Fine n' Dandy" no-iron cotton. Sizes 12½-22½, 50¢.

• Below: 2002—For gracious hostessing, this dress with built-in flattery: the low, beautifully shaped, tastefully accented neckline, the easy-to-wear skirt in a flow of soft pleats. To maintain its figure-praising ideals, a self-belt by Bac-A-Brand. Silk de Soie from A. P. Silk Co. Sizes 12½-22½, 50¢.

INTERLON INTERFACING.
BUTTONS BY LA MODE.
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2002

• Left: 2001—Perfect for busy women on a non-stop schedule—the kind of dress that always seems to belong exactly where it is. Slenderette features: a stand-away collar and peg skirt designed to discount pounds. In gaily flowered Bates Corazelle, an Avisco Integrity fabric of rayon & cotton. Half sizes 12½-22½, 50¢.

• Right: 2042—The sleeveless sun dress that can button on its own little cape and proceed anywhere. Worth mentioning: a gored skirt that is easy but not full. Fabrex "Fair n' Square" of rayon, silk, and cotton. Half sizes 12½-24½, 50¢.

Slenderettes: Half sizes

2031

Summer Pastels: The portrait dress

1995

The Romantic Idea—billowy dresses in soft prints that use subtle flattery to evoke a world of picture hats, parasols, and garden parties.

In Color: 2031—A pale blur of cafe-au-lait flowers for this charming dress with balloon sleeves, stand-away collar, and full skirt of unpressed pleats. Burlington Burmilla print of rayon and DuPont Dacron. Sizes 11-18. 50¢.

Top to bottom: 1995—Shoulder-framing cuffed neckline on a fluttery bouffant in soft-focus print. Sizes 12-20. 50¢.

2031—Feline and utterly feminine, a sleeveless fashion with beguiling pussycat bow. Sizes 11-18. 50¢.

2063—The romanticized Empire shirtwaist dress in full flower. Sizes 11-18. 50¢.

1982—Roses from an impressionist's brush on a portrait-collared beauty. Illusion-maker: the bow-back cummerbund that seems to aggrandize its skirt. Sizes 11-18. 50¢.

2031

FLORENCE KEVESON

2063

1982

For supplementary fullness, cast any of these fashions over a pretty Pellon petticoat.

LOUIS FAURER

BUTTONS BY LA MODE. PELLON #40 INTERFACING. BACKVIEWS PAGE 72. YARDAGES PAGE 74. ACCESSORIES PAGE 76. ALL SIMPLICITY PATTERNS ARE PRINTED.

Summer Pastels:

Lightweight linens

In Color: Sharing a parasol, two pastel shades of summer greenery in one light weight of summer linen.

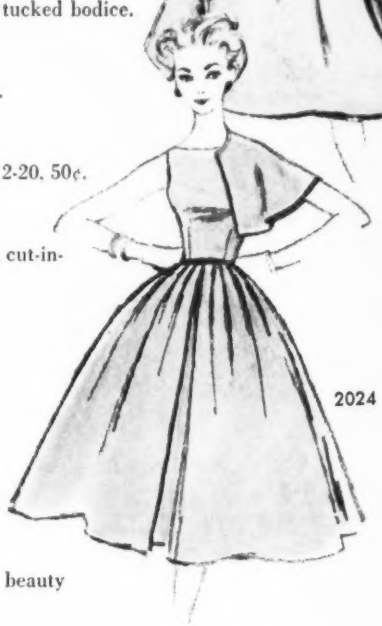
Left: 2029—Cool as a cucumber (and the same color), this town-and-country dress with smart new pleated skirt and high, round neckline deeply slit in back. Sizes 11-18, 50¢.

Right: 2033—Minted Irish linen, squared off with snowy white. Important features: the fully pleated skirt, the tucked bodice. Sizes 11-18, 50¢. Dresses in lighter-weight, easier-draping Sanforized Irish linen.

2068—The gentle sheath—tab-trimmed and square cut. Sizes 12-20, 50¢.

2025—Two very wearable fashion ideas as seen under a square neckline: short, cut-in-one sleeves and this season's easier skirt. Sizes 11-18, 50¢.

1965—The big-sash dress with underarm insets. Simple-To-Make. Sizes 11-18, 35¢.



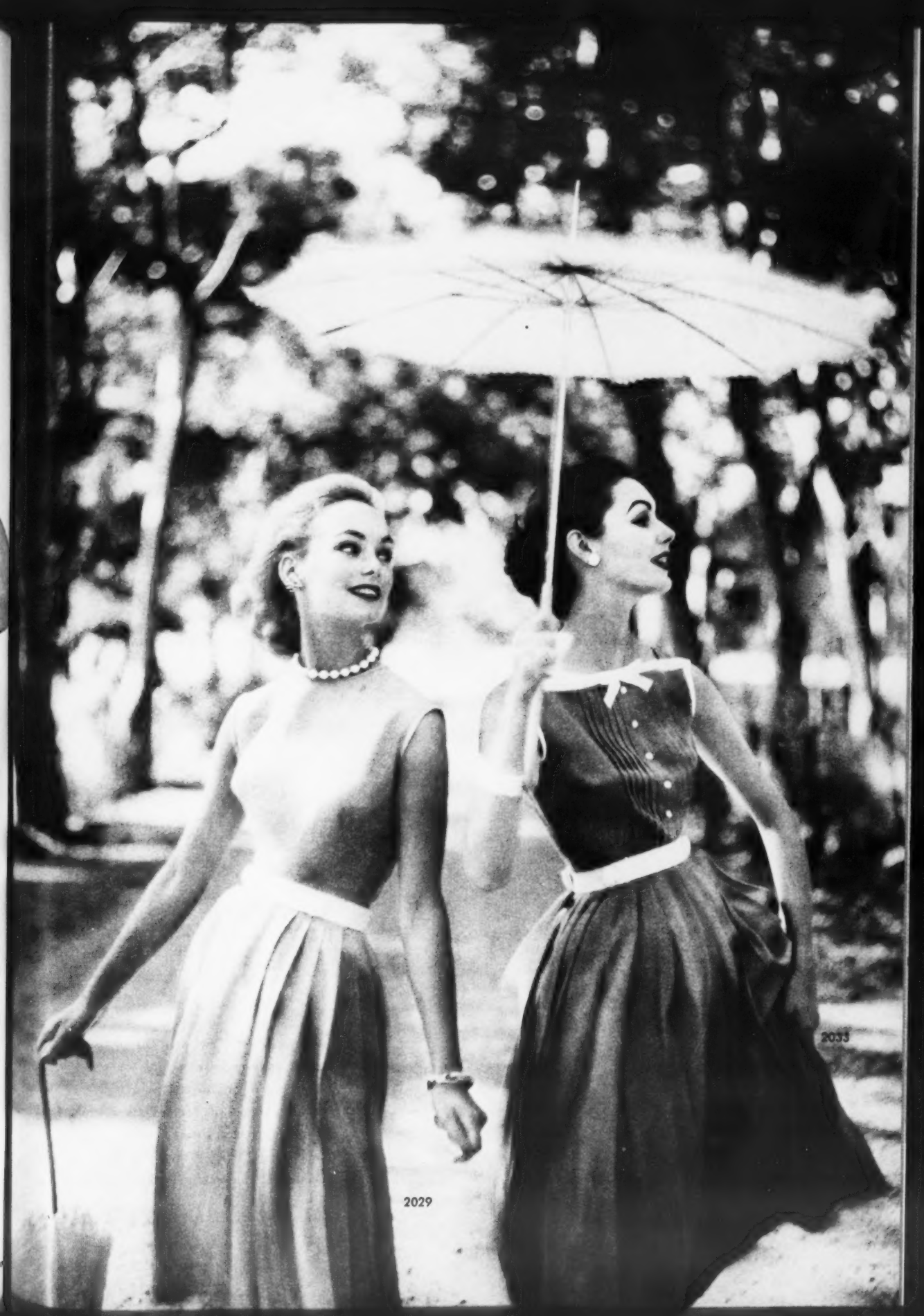
2024—A cool bateau-neck beauty and its own little cape-like jacket. Sizes 11-18, 50¢.

2027—Carefree gypsy dress with sun-seeking neckline, puffed sleeves, and a wide, ruffled sweep of skirt. Sizes 11-18, 50¢.

1985—The newly softened sheath with shaped armholes. Sizes 11-18, 50¢.

TROUBLE-FREE ZIPPERS BY COATS & CLARK'S. BUTTONS BY LA MODE. BACKVIEWS PAGE 72
YARDAGES PAGE 74 ACCESSORIES PAGE 76. ALL SIMPLICITY PATTERNS ARE PRINTED.

LOUIS FAURE


2029
2035

2089

From one pattern envelope, three dresses with so little in common except good looks that a summer wardrobe might be based on the entire trio.
• Above: 2089 – Three necklines that are as different as a scoop, a V, and a square could be – but all cool and all Simple-To-Make. Skirt has contrasting fullness. Cummerbund included. Sizes 11-18, 50¢.
• Below: 2064 – Three versions of a halter bodice – covered-up in front, low-cut and supported with straps, surplice-cut and plunging. Skirt is softly pleated. Cummerbund optional. Sizes 11-18, 50¢.

BACKVIEWS PAGE 72 YARDAGES PAGE 74 ALL SIMPLICITY PATTERNS ARE PRINTED.

2064

GINNIE HOFMANN

THREE FOR THE PRICE OF ONE

• Cover: 1863 – Two pretty dresses with a crush on lavender. Smocking (shown here in two pattern versions) artfully shapes the bodice. Transfer included. Avondale Perma-Pressed cotton chambray. Sizes 1-6, 35¢. Six-strand embroidery floss from Coats & Clark's.

BACKVIEWS PAGE 78 YARDAGES PAGE 79
FRANCESCO SCAVULLO

Simplicity Patterns for

Children

Fashions for the first dozen years

Featuring: Little Girls in Lavender

Young America at Play

Accent on Aprons

Little girls in lavender

FRANCESCO SCAVULLO

Four fashions that charmingly explain why the Lavender Look is this summer's youngest and prettiest.

In Color, left to right: 2056 — For a dress with pleated skirt and squared-off neckline, the daintiness of lavender plus the freshness of white accents. Bates Disciplined Ribbonsheer. Buttons by La Mode. Sizes 7-14, 35¢.

2059 — Purplish pussycats silhouetted on a cool tie-back dress with lavender flaps and piping. Bates Disciplined cotton. Sizes 1-6, 35¢.

Below, left to right: 2017 — Lavender roses on a cape-collared beauty with deep white hem. Indian Head All-Purpose cotton. Sizes 1-6. 35¢.

2055 — For a V-necked dress with velvet streamers, plum-toned strawberries in a field of lavender. Indian Head brand Everglaze cotton satin print. Sizes 7-14. 35¢

Young America at Play

Young America takes to the beaches, the mountains, and the playing fields in cool fashions designed for a rugged life.

- Left to right: 1632 – High-collared mandarin coat at its western briefest (but with all the traditional touches). Inside information: a bra and shorts slit Chinese style at the side seams. Simple-To-Make. In sizes 7-14, 35¢.
- 1637 – Topped by its coolie coat, a bare-midriff top and shorts with elastic casing. Simple-To-Make. Sizes 1-6, 35¢.
- 2061–Pedal pushers plus overblouse with stand-away neckline and low-set pockets for easy storage. Sizes 2-6, 35¢.
- 2101 – Over clam-digger pants, an Italian pullover shirt, three-quarter-sleeved and cuff-collared. Sizes 7-14, 50¢.

MIA CARPENTER

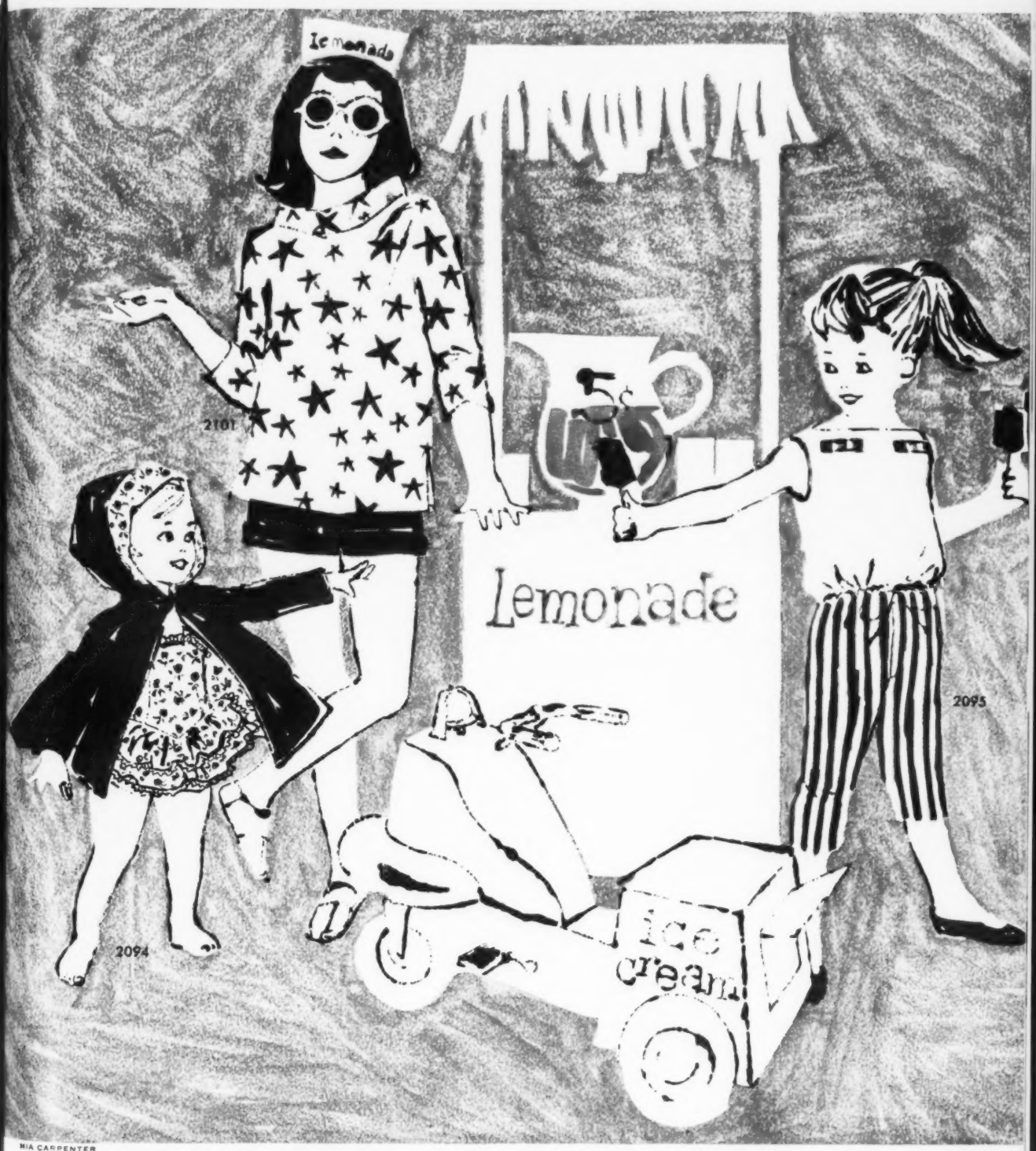
• Left to right: 1599 and 1598 — Big and Little Sister versions of a romper playsuit plus skirt. Rompers feature pert shoulder ties and stretch-as-you-go elastic casing at the waistline. The gathered skirt with twin patch pockets can convert a playsuit into a dress in abracadabra time. Simple-To-Make. 1599, sizes 7-14, 35¢. 1598, sizes 1-6, 35¢.
• 1786 — Sturdy overalls equal to the stresses and strains of modern play. Suspenders buckle in front, crisscross to the waist in back. Two pockets provide for accessible safe depositing of bubble gum and marbles. The shirt may be made with either long or short sleeves — and most young sportsmen will want to have both kinds. Sizes 1-6, 35¢.

BACKVIEWS PAGE 78 YARDAGES PAGE 79. ALL SIMPLICITY PATTERNS ARE PRINTED

Young America at Play

Playclothes on which the sun never sets — all designed to stand up to the rigors of life in the great outdoors.

- Left to right: 2100 — For beach intrigue, a short hooded cape which brings cloak and sword fashions out into the open. Double pockets to stash away valuables. Underneath, a pair of shorts and sun top. Sizes 7-14, 50¢.
- 2096 — Sleeveless blouse and full skirt. In eclipse: shorts with elastic casing. Simple-To-Make. Sizes 1-6, 50¢.
- 2099 — One-piece playsuit transformed into a pretty dress by its gathered skirt. Simple-To-Make. Sizes 7-14, 50¢.
- 1668 — Shortie overalls with elastic casing in back and a harlequin-styled sleeveless top. Sizes ½-3, 35¢.



MIA CARPENTER

• Left to right: 2094 – For the littlest Red Riding Hood, a beachcoat lined to match its saucy romper playsuit. The playsuit buttons in back and flares from lace-edged ballerina ruffles. Easy-to-attach, laundry-proof Dot Snappers by United-Carr Fastener may be used on any of the fashions featured in this section. Sizes ½-3, 35¢.

• 2101 – Shorts plus loose pullover shirt with a cuffed set-away collar and cut-in-one sleeves. Sizes 7-14, 50¢.

• 2095 – Pedal pushers that are highly susceptible to stripes in brilliant colorations. The sleeveless blouson has a straight-across bateau neckline and a pair of high-set tabs coordinated with the pants. Sizes 1-6, 50¢.

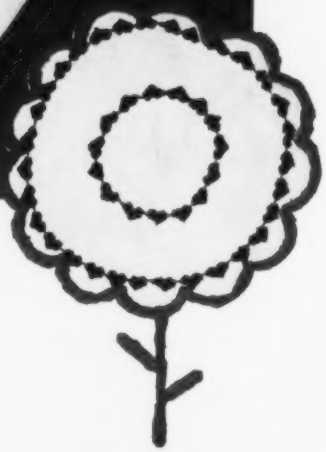
BACKVIEWS PAGE 78. YARDAGES PAGE 79. ALL SIMPLICITY PATTERNS ARE PRINTED.

Accent on aprons

• More for prettiness than protection, these wistful Alice-in-Wonderland aprons that are free and fancy with trimmings.
Below: 1938 – Provincial apron in a clever embroidered imitation of its printed dress. Springs Mills Everglaze Dazzle broadcloth. Dress: Spring Knight Sanforized broadcloth. Sizes 1-6, 35¢.
Right: 1745 – Demure apron-pinafore with circles of tiny hearts riding the crest of each scallop. White Rose pique. Dress: White Rose Miniature gingham. Both by A. E. Nathan. Sizes 1-6, 35¢.
Center: 1440 – Dainty pinafore-apron, pampered (but not spoiled) with lace. A. E. Nathan White Rose organdy. Sizes 1-6, 35¢. Dress of White Rose Florette gingham by A. E. Nathan. 1900, sizes 1-6, 35¢.
Lower Right: 2021 – Lace stripes on an apron appliqued with embroidered pyramids. George Wood Everglaze Wellington sateen. Dress: George Wood Town Clock Everglaze printed sateen. Sizes ½-3, 50¢. Sculptured lace trim by Thomas Wilson.

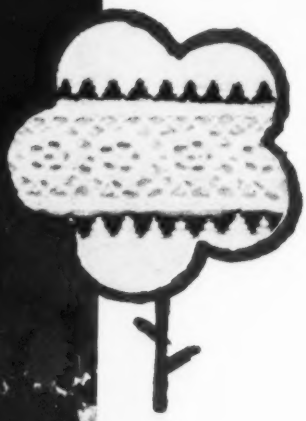
PROVINCIAL BORDER EMBROIDERED ON A PFAFF #230 AUTOMATIC SEWING MACHINE

HEARTS EMBROIDERED
ON THE NECCHI SUPERNOVA



TANA HOBAN

LACE APPLIQUED WITH EMBROIDERY ON A SINGER
AUTOMATIC SWING NEEDLE SEWING MACHINE



O.N.T MACHINE EMBROIDERY THREAD
BY COATS & CLARK'S
BACKVIEWS PAGE 78. YARDAGES PAGE 79.
ALL SIMPLICITY PATTERNS ARE PRINTED.

Socially successful fabrics that RSVP in parfait pastels and maintain the grand illusion of hand looming.

• Left: 1901 — Stripes with the look of summerweight damask on a wide-skirted beauty with cape collar. Wm. Simpson Everglaze Minicare woven Leno chambray. Sizes 7-14, 35¢.

• Center: 2020 — A lacier fabric — young but formal. Perfect for this puff-sleeved beauty with tucked bodice. Ameritex Leno of DuPont Dacron and cotton. Sizes ½-3, 50¢.

• Below: 1738 — The fagotted stripe with delicate latticing on a ladylike shirtwaist dress and cummerbund. Of Ameritex Everglaze Leno sateen. Sizes 7-14, 35¢.

Fabrics that weave a prettier picture

1897

Party-loving fashions in fabrics with the exquisite detail of fine needlework.

• Left: 1897 — For budding socialties, a petal-collared bouffant in floral stripes as dainty as French ribbon. Slip included with pattern. Stoffel's Everglaze Minicare Raysatin. Sizes 1-6, 35¢.

• Below: 2098 — Textured squares on a sleeveless partygoer framed in scalloped organdy. Herbert Meyer's Windowpane check of cotton and silk. Sizes 1-6, 35¢.

2098

TANA HOBAN

BUTTONS BY LA MODE. PETTICOATS OF INTERLON R.

BACKVIEWS PAGE 78. YARDAGES PAGE 79. ACCESSORIES PAGE 76.

ALL SIMPLICITY PATTERNS ARE PRINTED.

• For copycats in food, fun, and fashion, a pert pair of look-alikes with sun-seeking neckline dramatically squared off in velvet. Band of ribbon and tabbed bow repeated as accents on the swaying skirt of unpressed pleats. Crown Soap 'n' Water Everglaze Moonlight satin print. 1989, in sizes 11-18, 50¢. 2016, sizes 7-14, 35¢.

• To increase membership in the Mutual Admiration Society, sleeveless mother-daughter dresses with contrast neck band and the kind of softly pleated skirt that makes for merrier-go-rounding. Weil & Schoenfeld's Belfast rayon. 2026, sizes 11-18, 50¢. 2058, sizes 1-6, 35¢.

PHOTOGRAPHED AT THE "JOLLY ROGER" AND "HAPPYLAND" BY JAMES ABBE, JR.

BUTTONS BY COSTUMAKERS.
PETTICOATS OF PELLON #65.
BACKVIEWS PAGE 78. YARDAGES PAGE 79.
ALL SIMPLICITY PATTERNS ARE PRINTED

FAMILY PLAN

Mother and Daughter

• Look-alike fashions that make the prettiest of a family resemblance. Below: Sleeveless dresses – boat-necked and petticoat loving. For double dates in town, short jackets lined to match. Fluegelman's Everglaze Paper-Weight print; jackets in Ruff-Lin by Fluegelman. Mother's: 1988, sizes 11-18, 50¢. Daughter's: 2015, sizes 7-14, 35¢.

FAMILY PLAN

Father and Son

• Easy-going fashions with a companionable approach to family life. For summer safaris to the beach, elastic-cased bathing trunks and coordinated beachcoats with raglan sleeves. Nautical print in T. C. A. Sanforized poplin. Father's: 2080, small, medium, large, 50¢. Son's: 2079, sizes 4-14, 50¢.

PHOTOGRAPHED AT THE "JOLLY ROGER" AND "HAPPYLAND" BY JAMES ABBE JR

• Two Ivy Leaguers enjoying a day of hooky from home in Bermuda shorts and sport shirts that synchronize their plaid. Shirts of U. S. Royal's Everglaze Minicare Majya Madras by Wm. Simpson. Dad's: 1630, sizes 30-40, 50¢. Son's shirt: 1861, sizes 4-14, 35¢. Son's shorts: 1980, sizes 2-10, 50¢.

• Father and Son on the town (or off to the country) in shirts of a like stripe. Featured: Back yokes, winged collars, and slits at the side seams. Of Dan River Wrinkl-shed cotton. Dad's: 1407, small, medium, large, extra large, 35¢. Junior's reproduction: 1781, sizes 4-14, 35¢.

WASHABLE BUTTONS BY BGE ORIGINALES
WAISTBANDS INTERFACED WITH INTERLON H.
BACKVIEWS PAGE 78. YARDAGES PAGE 79.
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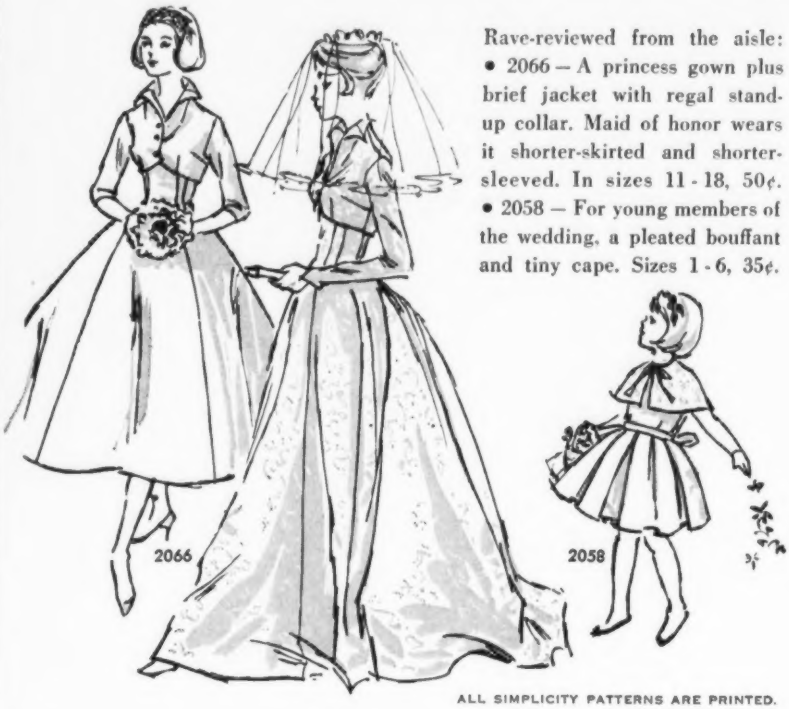
The bridal party



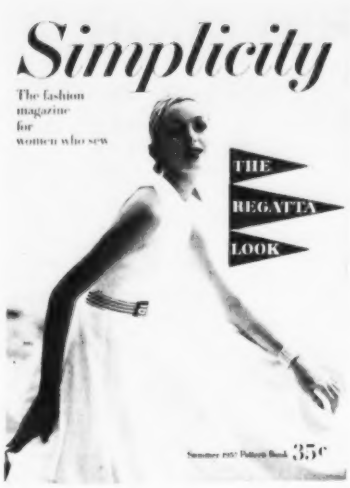
Rave-reviewed from the aisle:
• 2066 — A princess gown plus brief jacket with regal stand-up collar. Maid of honor wears it shorter-skirted and shorter-sleeved. In sizes 11 - 18, 50¢.
• 2058 — For young members of the wedding, a pleated bouffant and tiny cape. Sizes 1 - 6, 35¢.

ALL SIMPLICITY PATTERNS ARE PRINTED.

Date-time teens

1852 — Pretty dirndl, apt to be wire-tapped weekends. Sizes 10 - 16, 35¢.
1967 — Sheath with its own cummerbund-length cape. Sizes 10 - 16, 50¢.
1892 — Airy bouffant with an Empire lift to the bodice. Sizes 10 - 16, 35¢.

ALL SIMPLICITY PATTERNS ARE PRINTED



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Tops in the sun

2086 — Smartest "doublecross" of the summer — this halter blouse that crosses front and back. Sizes 11-18, 35¢.

2072 — Scoop of the year — a thin-strapped top with deeply hollowed-out neckline and darts to shape its midriff. Sizes 11-18, 50¢.

2051 — A blouse of Grecian simplicity with beautiful bateau neckline cutting sharply across the full length of the shoulder. Sizes 12-20, 35¢.

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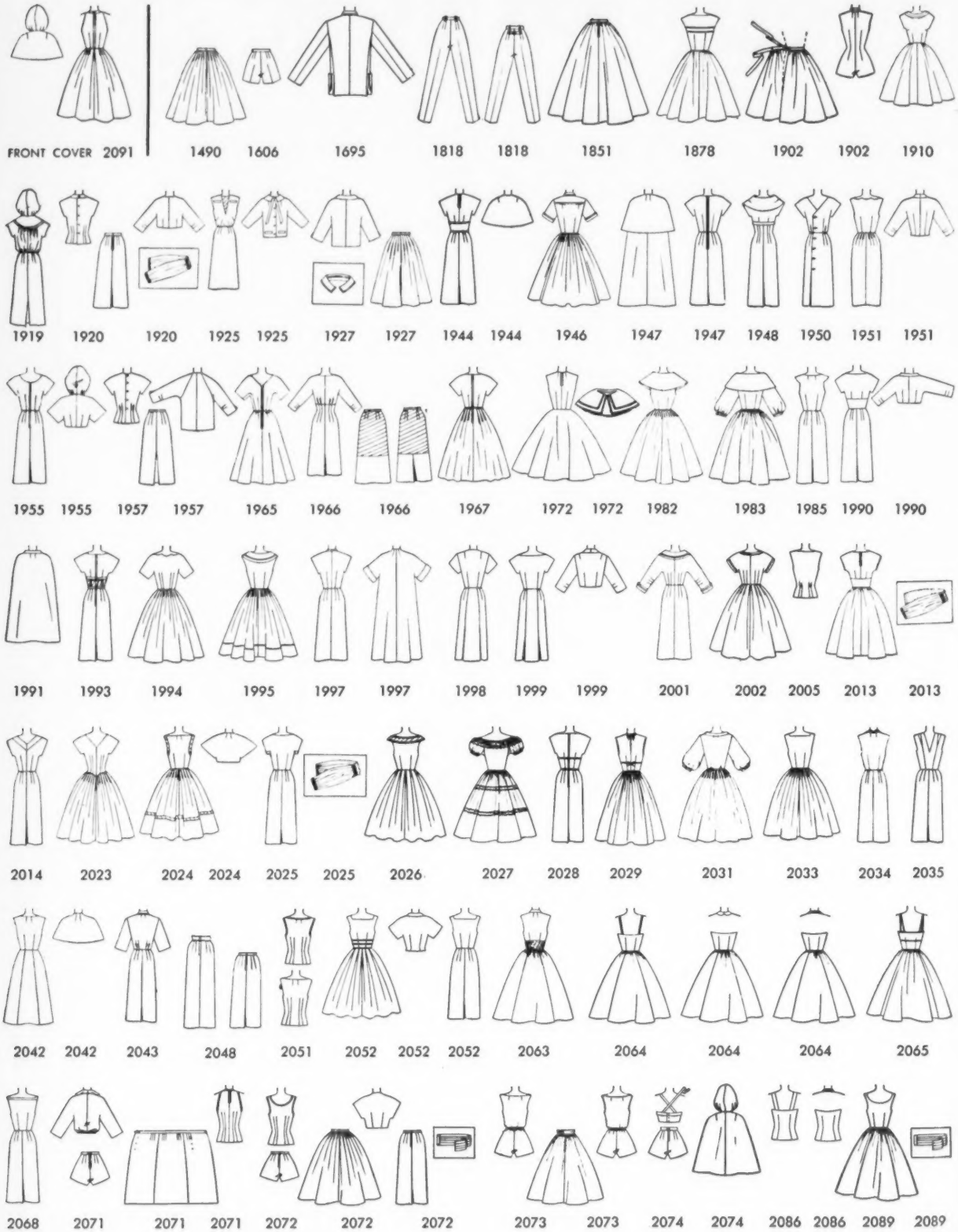
Backviews for Styles shown on pages 21 through 54



The understudied dress

2068 — A sleeveless square-cut sheath. Sizes 12-20, 50¢.
4470 — To underline the sheath, a gored petticoat. Sizes 12-48, 35¢.
For inside support, the new "Dress-Sized" girdle (wonderful whittler of cummerbunded waists). *Formfit* In dress sizes 10-20, $16.50.

2082 — Low-backed wrap-around dress with patch pockets. Sizes 11-18, 35¢.
The barest bare-back bra, stayed by straps that cross at waist level, hook front. *Warner's*. $5.95.
3766 — Flared petticoat for grander skirts. Sizes 11-18, 35¢.

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1606	36	16		1¼	45"
1695	37	14		2⅝	36"
1818	36,37	25		2	44"
1851	40	26		5	39"
1878	45	14		4⅞	36"
1902	33	14		6⅜	36"
1910	45	12		5¾	36"
1919	24	14		3⅜	45"
1920	28	14	Jacket & skirt	2⅝	45"
			Blouse	1⅜	45"
1925	30	14	Dress & jacket	4½	45"
1927	23	16		4⅞	45"
1944	28	14	Dress & cape	3⅛	45"
1946	30	14		4⅞	36"
1947	29	16	Dress	3⅛	36"
			Coat & cape	3⅝	36"
1948	31	14		4⅝	36"
1950	22	14		2⅝	45"
1951	29	16	Dress & jacket	4⅝	42"
1955	31	14	Dress, jacket & hood	3½	45"
			Contrast	1¼	45"
1957	47	16	Blouse & jacket lining	3⅜	45"
			Suit	3⅜	45"
1965	52	14		4⅜	36"
1966	31	14		3⅜	36"
1967	38	12		4¾	36"
1972	39	12	Dress	4½	36"
			Collar	⅞	36"
1982	51	14		5¾	36"
1983	44	14		7⅜	36"
1985	52	14		3	36"
1990	28	14	Dress	3⅛	36"
			Jacket	1¾	36"
1991	29	14		2⅛	54"
1993	31	14		2⅛	45"
1994	27	14		3⅛	36"
1995	51	16		5⅛	36"
1997	46	16	Dress	3⅝	36"
			Coat	5⅛	36"
1998	46	16		2¾	45"
1999	47	16	Dress & jacket	5⅛	36"
2001	49	16½		3¼	45"
2002	48	16½	Dress & jacket	4½	45"
2005	36	16		1⅜	45"
2013	39	12		3¾	36"
2014	39	12		3	36"
2023	44	14		5	36"
2024	52	14	Dress & jacket	5⅞	36"
2025	52	14		3¼	35"
2026	45	14		4⅞	36"
2027	52	14		6⅛	36"
2028	27	14		2⅝	45"
2029	53	14		5⅛	36"
2031	50	14		5¼	45"
2033	53	14		5⅛	36"
2034	25	16		3	45"
2035	27	16		3⅞	36"
2042	49	16½		3⅞	45"
2043	48	16½		4⅛	36"
2048	26	26	Short skirt	2⅜	36"
			Long skirt	2⅜	45"
2048	41	26	Long skirt	2¾	36"
2051	41	14		1⅜	36"
2051	42	14		1⅜	36"
2052	38	12	Dress	2⅞	36"
			Jacket	1⅜	36"
2052	44	12	Dress	4¾	36"
			Jacket	1⅜	36"
2063	51	14		5	36"
2064	43	14		4⅝	45"
2064	54	14		4⅞	36"
2065	43	14		4⅝	36"
2068	52	14		3⅜	36"
2071	30	14	Top	1⅜	36"
			Skirt	2	36"
2071	35	14	Jacket	2¼	36"
			Shorts	1	36"
			Top	1⅜	36"
2072	26	14	Blouse	1⅜	36"
2072	36	14	Blouse	¾	45"
2072	42	14	Blouse & skirt	5	36"
2073	34	14	Playsuit & skirt	5⅞	36"
			Playsuit	1⅝	45"
2074	32	14		2¾	36"
2086	26	14		1⅜	36"
2086	40	14		1	44"
2089	54	14		5¼	36"
2091	21	14		4	44"

Toddlers at play

Fashioned for a place in the sun:
• Left to right: 2094 – Romper playsuit with pert bows at the shoulder and ruffles galore. In sizes ½-3, 35¢.
• 1151 – Bare-backed playsuit that bustles up in ruffles. With it, a button-on dress. In sizes ½-3, 35¢.
• 1483 – Suspender pants and short-sleeved overshirt. In sizes ½-4, 35¢.

ALL SIMPLICITY PATTERNS ARE PRINTED.

Just for fun

2060 – Summertime basic – rompers that are square-necked and ready to play. For more dress-up occasions, a tie-back skirt. In sizes 1-6, 35¢.

2097 – Designed for maximum exposure to the sun, this Empire-styled dress with prettily scalloped bodice and a flighty gathered skirt. Sizes 1-6, 35¢.

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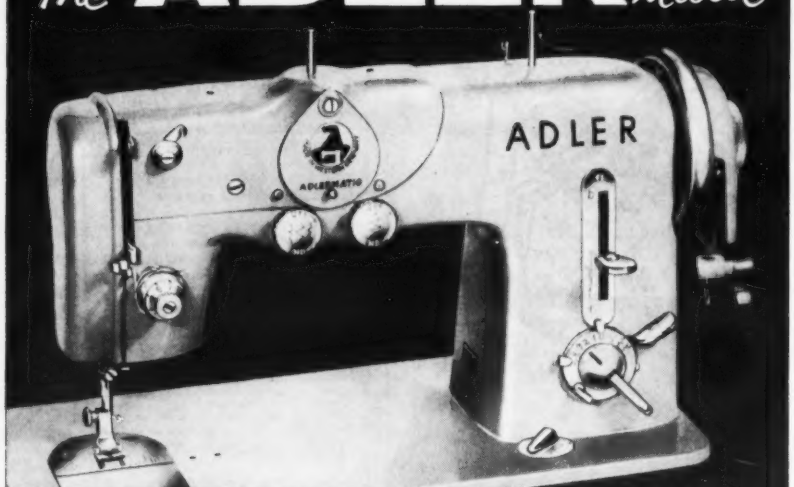

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Accessory listing

FOR SUMMER 1957

Here is a listing of accessories used in this issue. For your convenience we mention the pages on which they appear and the manufacturer's address. If you would like information regarding the store in your vicinity which carries these accessories, write directly to the manufacturers listed. (All of them in New York City.)

BAGS

Pages: 24, 28, 29, 30, 41, 42, 43, 46
Ingber, 347 Fifth Avenue

BELTS

Pages: Cover, 22, 36, 41, 46
Brooke Cadwallader, 525 Lexington Ave.

Pages: 25, 36, 42, 46, 48, 49, 50, 53, 66, 67
Calderon, 389 Fifth Avenue

GLOVES

Pages: 23, 28, 31, 47
Crescendo Gloves, 240 Madison Avenue

Pages: 27, 29, 46
Gloves by Superb, 240 Madison Avenue

HATS

Pages: 27, 28, 29, 30, 47, 50
Emme, 19 West 57th Street

Pages: 22, 23, 25
Madcaps, 28 West 39th Street

JEWELRY

Pages: 22, 28, 31, 40, 41, 42, 46, 48, 49, 50, 53
Castlecliff, 366 Fifth Avenue

Pages: 27, 43
Miriam Haskell, 392 Fifth Avenue

Pages: Cover, 30, 31, 35, 43, 47, 48
Monet, 6 West 32nd Street

SCARVES

Page: Cover
Brooke Cadwallader, 525 Lexington Ave.

SHOES

Pages: 55, 56, 57, 62, 70
Capezio, 1612 Broadway

Pages: 26, 36, 41
DeLiso Debs, 47 West 34th Street

Pages: 23, 25, 33, 36, 37, 42
Pappagallo, 122 Fifth Avenue

SUNGLASSES

Pages: 33, 34, 37
Lugene, 604 Madison Avenue

SWEATERS

Pages: 24, 36
Hadley, 580 Fifth Avenue

UMBRELLAS

Page: 53
Uncle Sam, 110 West 45th Street

Lace shows its stripe

1768 – Heavy Venise lace alternates with ribbon to make this one of the most spectacular party sheaths of the season. Required for a size 13 dress: approximately 21 yards of 2" Venise lace and 19 yards of 1½" grosgrain ribbon. They are sewn together, then backed with net and understudied by a contrast slip. For easy directions, send a stamped self-addressed envelope to Home Sewing Dept., Thomas Wilson Laces, 200 Madison Ave., New York City, N. Y. In sizes 11-18, 50¢.

ALL SIMPLICITY PATTERNS ARE PRINTED

MAKE THIS BEACH SET WITH
DOT SNAPPERS®
AND SAVE OVER 2½ HOURS

Why spend hours over buttonholes when Dot Snappers go on in minutes? Have the same fabric-flat, laundryproof fasteners you find on good ready-made fashions. Nothing to sew. Dot Snappers are easy to put on with the professional attaching tool. Be sure you get genuine Dot Snappers. Ask to see the attaching tool. At notion counters.

SNAP! IT'S OPEN..**SNAP!** IT'S CLOSED..
IT'S A **SNAP** WITH **DOT®**

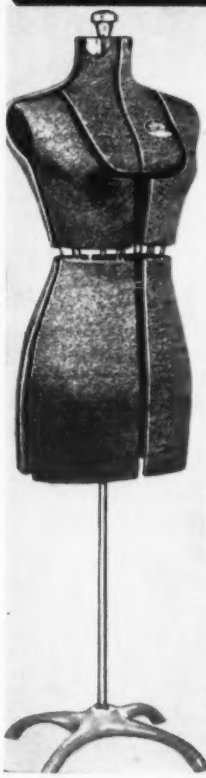
Boys' Beach Set
with Dot Snappers,
Simplicity Pattern 2079

Dot Snappers Kit $1 refills 25¢

For experimenting, get the Dot Snapper Pak with instant attacher . . 25¢

Another DOT product of United-Carr Fastener Corp.

DRESSMAKING MADE EASY!



NECK becomes slimmer or larger in an instant!

SHOULDERS glide out wider, slide in narrower, also raise.

BUST expands, contracts raises or lowers.

WAIST narrows, or widens, lengthens or shortens.

HIPS Widen or narrow. One may be raised higher than other

HEIGHT adjusts taller or shorter. Swivels down to half size for easy storage.

ONLY $3 Brings it to you!

***Acme* DRESS FORM**

ADJUSTS AT 6 POINTS TO DUPLICATE YOUR EXACT FIGURE

- **MAKE YOUR OWN SMART CLOTHES.** With an Acme you alter, remodel, create beautifully fitting, flattering clothes in just half the time . . . with half the work!
- **TAKES THE GUESSWORK OUT OF SEWING,** because you can make your dress right on the form—see just how it will look on you before you take a single stitch!
- **ADJUSTABLE.** The NECK, SHOULDERS, BUST, WAIST, HIPS and HEIGHT are each *independently* adjustable so that it will exactly reproduce any size, style or figure.
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Acme Dress Form Co., Dept. SP-27,
380 Throop Ave., Brooklyn 21, N. Y.

Gentlemen:

Please send my Acme form right away! I enclose deposit of $3.00 in check or money order and agree to pay $2.00 a month till full price of $15 is paid. However, if I'm not thrilled with my Acme after using it 10 days, I may return it, and get my $3.00 back immediately. **This is an iron-clad guarantee!**

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Address .....

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Backviews for styles shown on pages 55 through 69

Approximate Yardages

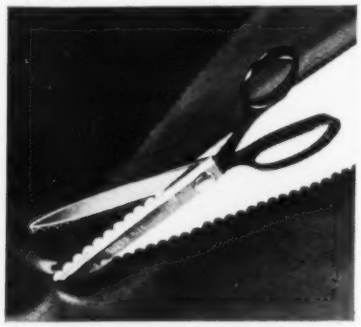
All Simplicity Patterns are Printed. Patterns are 25, 35 or 50 cents. Yardages are in one size depending on size range, and serve only as estimates. Check yardages for your size on back of pattern envelope before buying fabric.

No.	Pages	Size		Yards	Width
1407	69	med.		2½	39"
1440	63	4		1⅜	36"
1598	59	4	Skirt	1½	36"
			Playsuit	1¼	36"
1599	59	10	Skirt	2¾	36"
			Playsuit	1¼	36"
1630	69	34		2	45"
1632	58	10	Shorts & bra	1¼	36"
			Coat	1⅝	36"
1637	58	4	Shorts & bra	⅞	36"
			Coat	1⅜	36"
1668	60	2		1⅛	36"
			Contrast	⅜	36"
1738	64	10		3¼	36"
1745	63	4	Dress	1⅞	36"
			Pinafore	1⅝	36"
1781	69	8		1¾	36"
1786	59	4	Overalls	1⅝	36"
			Shirt	1⅜	36"
1861	69	10		1⅜	45"
1863	55	4		2⅛	36"
1897	65	4		2¼	36"
			Contrast	½	36"
1900	63	4		2⅜	36"
1901	64	10		3	39"
1938	62	4	Dress & apron trim	1⅝	36"
			Apron	¾	36"
1980	69	6		1⅛	36"
1988	67	14	Dress	5½	36"
			Jacket	1⅛	36"
1989	66	14		5	36"
2015	67	10	Dress	4	36"
			Jacket	⅞	36"
2016	66	10		3¼	36"
2017	57	4		1¾	36"
			Contrast	1⅜	36"
2020	64	2		1¼	45"
2021	63	2	Dress	1½	36"
			Apron	1½	36"
2026	66	14		4⅞	39"
2055	57	10		3	36"
2056	56	10		3¼	36"
2058	66	4		1⅞	39"
2059	56	4		1½	36"
2061	58	4	Shirt	1¼	36"
			Pedal pushers	1¼	36"
2079	68	8	Shirt	1⅜	36"
			Shorts	1	36"
2080	68	med.	Shirt	2⅝	36"
			Shorts	1¼	36"
2094	61	2	Playsuit & coat	3	36"
			Contrast	1½	36"
2095	61	4	Shirt	⅞	36"
			Pants	1⅛	36"
2096	60	4	Blouse	⅞	36"
			Skirt	1½	36"
2098	65	4	See pattern envelope for yardages		
2099	60	10	Playsuit	1⅝	36"
			Skirt	2¼	36"
2100	60	10	Cape	2	36"
			Playsuit	1⅝	36"
2101	58	10	See pattern envelope for yardages		
2101	61	10	See pattern envelope for yardages		

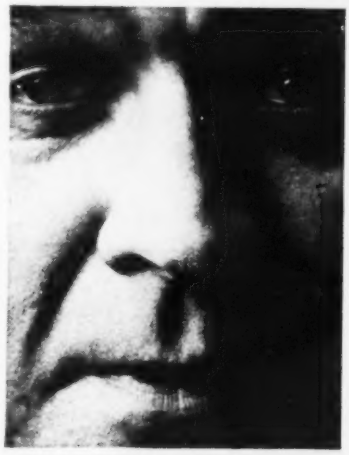
Princess charming

Junior winner of Singer's Fourth Annual Junior Dressmaking Contest is pretty 13 year old Faith Ascher. Princess Faith won her crown with Simplicity Pattern 1573, a bateau-neck dress with back-buttoning caraco jacket and contrast cummerbund. Sizes 11-18, 50¢ . . . Faith loves to sew and loves to dance, is currently in a dilemma between modern dance and dress designing as a future career. She plans to reserve final decision until she graduates from high school.

Sewing circle



An important new item for the home sewer's work basket—shears that scallop as they cut. Practical for ravel-resistant seam finishes and pretty for decorative edgings on children's felt skirts, clutch bags, hats, belts, and slippers. Use them also to pretty the edges of shelving paper, plastic place mats, taffeta or tulle ruffles. Precision-made *Wiss Skalloping Shears* are 7½" long and hot-drop forged of finest cutlery steel. Available at notion counters and better hardware stores for $7.50.



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American Cancer Society

How to work with interfacing

Interfacing can give clothes the permanent shaping that distinguishes professional work if it is used with the professional's know-how — that is, if chosen with the same care as the fabric in which it will be placed.

KINDS OF INTERFACING

Interfacings may be woven (Armo hair canvas, Formite, Sta-Shape, Siri) or non-woven (Pellon and Interlon). Woven interfacings (with lengthwise and crosswise threads) should be cut on the same grain as the fabric and, if washable, shrunk before cutting (unless guaranteed pre-shrunk). Non-woven interfacing (with fibres pressed together in a matted effect), having no grain, may be cut in any direction on the material.

WEIGHTS OF INTERFACING

Interfacings come in a wide range of weights. Naturally, heavy coatings and suitings require a sturdy interfacing(like hair canvas)while lighter weight fabrics need an interfacing which will mold but not overwhelm them. For details which require firm staying rather than soft shaping, use a heavier weight. The chart reproduced here should guide you in making a proper choice.

WHEN TO USE INTERFACING

To crisp collars; give body to waistbands; line full or bell skirts; face suit jackets and coat fronts; reinforce buttons and buttonholes or full tabs; support bathing suits, bra tops, Empire bodices; stiffen panels, poufs, and cummerbunds. . . . For girls who love a widespread skirt, interfacing in pretty pastels or prints makes buoyant petticoats which can be cut from any petticoat pattern.

SPECIAL INSTRUCTIONS

After stitching in place, interfacing should be trimmed close to the seam line to avoid unwelcome bulk. Heavy interfacing, which might create a ridge, should be carried only to the seam line and hand-caught in place. When an interfaced piece must be turned and has a sharp corner (a collar, for instance), cut the corner off, leaving ¼" without interfacing before stitching it on.

If your pattern happens to call for a dart in the interfacing, use either of the following procedures:

1. Slash interfacing on straight center line of dart; lap slashed edges so two slanted stitching lines meet; stitch flat on stitching line.
2. Slash on one stitching line; lap to meet other stitching line; stitch flat on center line; trim interfacing to about ¼" from stitched line.

	JERSEY KNITS SHEERS (Collars, Cuffs, tabs)	Lightweight **SYNTHETICS COTTONS, SILKS** (Skirt linings, soft details)	Dressweight **WOOLS**	Coat-Suitweight **WOOLS** (Skirt linings, waistbands, cuffs, revers, front facings)	**PETTICOATS BRA TOPS BATHING SUITS PANELS CUMMERBUNDS**
ARMO Hair canvas				P. 17 (Mediumweight for coats) P. 20 (Heavyweight for coats) P. 26 (Mediumweight for suits) P. 27 (Lightweight for suits) Fino (Best overall quality for coats and suits)	
FORMITE One weight		One weight	One weight		One weight
INTER-LON	L	L R (Fully lined skirt) H (Bell-shaped skirt)	R	R H (All waistbands)	R H (Bra or bathing suit)
PELLON	30 or 35 (Sheers) 920 (Knits and jersey)	40	40 920 (Bias in all directions)	50 55 65 (Very heavy)	65
STA-SHAPE		50	50 100 (Sheer wools)	65	
SIRI One weight	One weight	One weight	One weight		One weight

Tops in the sun

2086 — Likely to be seen this summer over wide skirts or pared-down shorts — a halter top with V neck and back bared to the sun. Sizes 11-18, 35¢.

1201 — Defying the thermometer, a pretty air-conditioned blouse with crescent neckline. Simple-To-Make. Sizes 11-18, 35¢.

2071 — The new slant on blouses. Smart halter-styled top with armholes that slope out from a narrowed shoulder line. Sizes 11-18, 50¢.

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Miss Springmaid says: Add spice to your fashion life in

Spring Knight®

SANFORIZED BROADCLOTH

When you choose Spring Knight for your go-together separates (or for anything else you plan to sew), you'll get a quality broadcloth that is:

- easy to handle, tailors beautifully
- Sanforized for lasting fit
- colorfast, of course

Costs only about 59¢ a yard at your favorite fabric shop.

Simplicity Pattern: #1887

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INDIAN HEAD® brand all-purpose cottons in brilliant prints with added features!

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Choose them with assurance . . . their fashion-rightness comes inspired color harmonies and fine designing!

Sew them with assurance . . . Indian Head all-purpose cottons the easiest cottons in the world to cut and sew!

Use them with assurance . . . the Indian Head process keeps crisp, crease-resistant: the guarantee assures you they'll never fad

Wash them with assurance . . . the new Indian Head all-purpose p are drip-dry, need little or no ironing—and never run or shrink!

Available at most piece goods counters. 36″ prints $1. yd.; Perma Finish, 36″ solids, 44 colors 89¢ yd.; 54″ solids, 16 colors $1.29 For name of the store nearest to you, write to Indian Head Mills, 1407 Broadway, New York 18, N. Y.

GUARANTEE: "If any article made principally of an Indian Head Brand C fails to give proper service because of the fading or running of Indian Head c or if the fabric shrinks more than 1%, we will make good the total cost o article." Make sure the name Indian Head is on the selvage or hang-tag.

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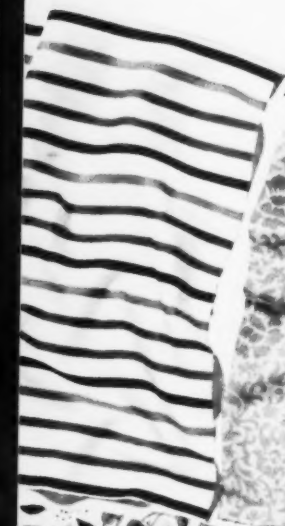

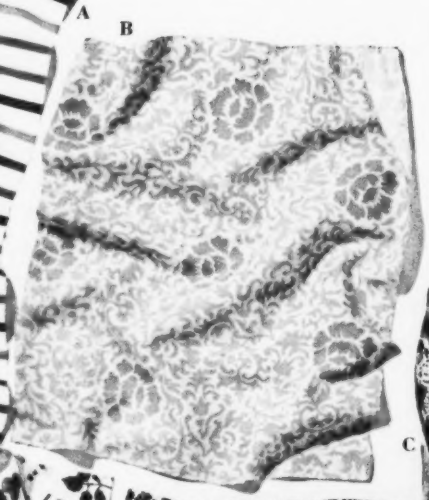

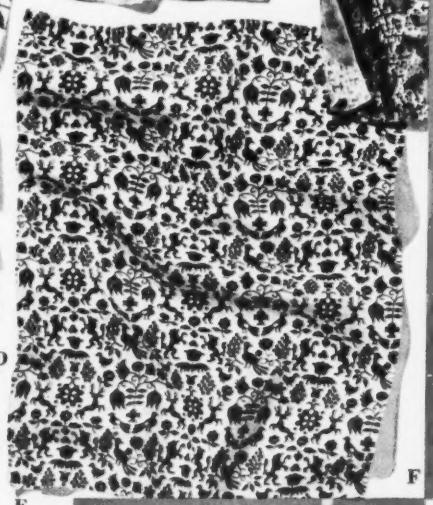

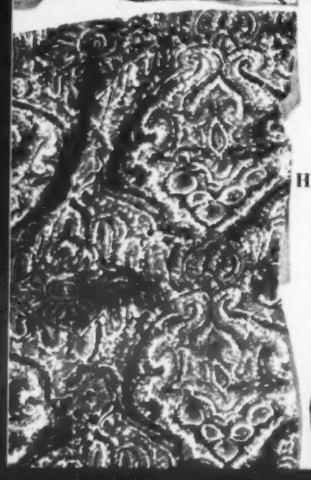

A. Holiday B. Damasque C. Poppy Tweed D. Festival E. Lancaster F. Toile G. Olde Letters H. Bagdad J. Seville K. Capistrano

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